JOHN BULL, DECEMBER 5, 193

TWOPENCE.
Vol. LX.
1590.

OUR GREAT XMAS GIFT TO YOU (SEE PAGE 48)

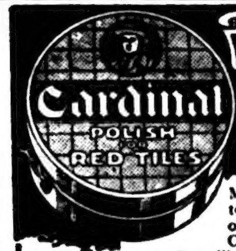
JOHN BULL

Yes sir! -
BRYLCREEM
Stimulates the roots of the hair . .
BRYLCREEM
A PERFECT HAIR DRESSING
PRICE 1/-
THE PERFECT HAIR DRESSING

The County Perfumery Co., North Circular Rd., West Twyford, N.W.10.

roy.ls

JOHN BULLS SHOP WINDOW



KEEP YOUR RED TILES BEAUTIFUL

Maintain that rich, red tone which is the charm of Red Tiles by using Cardinal Polish. Easy to apply, will not rub off. Also excellent for Red Composition Floors, Front Steps, Brick and Concrete Paths.

Large tins 6d. & 1/-

Also in BUFF, GREEN and WHITE. Of all Dealers.

Made by makers of Mansion Polish. C.P.68.3

WHY PAY CASH WHEN YEWDALL'S OFFER QUALITY TAILORING

from 4/- monthly and splendid **FREE GIFT**

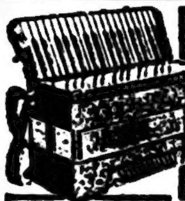
EST. 1895

OVERCOATS from 45/-; 4/-mthly. SUITS to measure 55/-; 5/- mthly. Perfectly cut for you by expert men cutters. No mass production. You buy direct. **No extra for credit.**

LADIES' WINTER COATS trimmed or untrimmed, fur fabric or fur. **Smart knitwear, gowns, etc. Many bargains in glorious FURS. FREE ON APPROVAL.** Pay only if satisfied: from 4/- mthly. Lower terms for combined Ladies' and Gent's order. State patterns required.

52 PAGE CATALOGUE GRATIS

YEWDALL'S LTD.
DEPT. 18,
80, NORTH ST., LEEDS



We Supply THE BEST ACCORDIANS

TONELLA, HOHNER, BARCAROLE, CARMEN, TANGO, CLUB MODELS, ORCANOLA, STUDENT, CARLO ROSSI, VERDI, ETC.

THIS BEAUTIFUL MODEL Only 3/4 per week
Others from 1/3 weekly.

DEALERS & AGENTS
FOR PARTICULARS OF H.P. FACILITIES PLEASE WRITE

Also Concertinas, Drums, and other band instruments.
*** Hawaiian Guitar Offer. Complete outfits from 1/3 wk.**
NOW READY.
New Catalogue of 1937 Models
Ask your Dealer or write:
J. J. VICKERS & SONS, LTD., (Dept. B), 80-82, Royal Hill, LONDON, S.E.10.

BABY CLOTHES 30/-

BETTER THAN EVER—SEND TO ME NOW—TESTIMONIALS ARRIVING DAILY FROM PURCHASERS OF THIS NEW LAYETTE.

Modern Short Lengths or Usual Long Clothes—78 DELIGHTFUL GARMENTS (for Winter or Summer Baby). Silk and Wool Shawl, Emb. Robes, Lawn or Wincey Day Gowns, L'Cloth, Flan. or Wincey Nighties, Best Wool Vests, Back-Flannels, Hand Knit Woollies, Mat. Coats, Trunk Sets, Turk Napkins, Squares, Coveralls, etc. **LATEST LETTER READS:** "Your layette is complete—puts one's mind at rest. Better than the costly practice of buying a little here and a little there, finally finding items overlooked."

SEND 2/- FOR PARCEL ON APPROVAL.
Bal. Cash or Terms.
Mrs. J. B. HOWARD,
16, Dover Road,
Portsmouth.

NEW—ALL METAL—VEST POCKET CALCULATING MACHINE

FOR SPEEDY SOLUTIONS.

ADDS, SUBTRACTS, MULTIPLIES AND DIVIDES

Easily fits in the pocket, Size 4½in. x 2in. x ½in.

EACH ONLY 5/9 Post 3d.

2 for 11/-. Post free

FOR £.s.d. UP TO £9,999 19 11¾
NUMERALS UP TO 99,999,999

Sent on 7 days' approval against Remittance. Write, call or telephone Museum 8331, stating whether £ s. d. or numeral model required. Order by p.c. to-day. Pay Postman 6/- on delivery. *Satisfaction guaranteed or money instantly returned.* **MARINE & OVERSEAS SERVICES LTD.** (Dept. 174), 63, Woburn Place, Southampton Row, London, W.C.1.

DONT MISS IT!

AGENTS WANTED

For Britain's Best "Double Value" Club Cards. Exchangeable for 1,500 Free Gifts. 3/- in £ commission and 2/- Bonus. Complete Agent's Outfit Post Free.

COUPON. Please send particulars.

Name ....

Address ....
J.B. ....

SOUTHERN'S
UNIVERSAL HOUSE, CHRISTCHURCH.

RECEIVED SHED 1 P.M. .. Erected BY 4 P.M.!" Writes a satisfied customer

You, too, can erect a Thorns Portable Building in record time. The sections fit accurately and have "Strongess" *steel braced* corners. Roofing felt is included. Delivered on first payment and on fullest approval. Write NOW for FREE Catalogue No. 46.J.

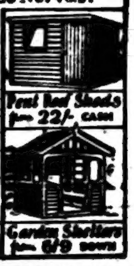
THORNS SPAN ROOF GARDEN SHEDS

Long.	Wide.	High.	Cash.	Down.	Mthly.
6ft.	4ft.	6ft.	[illegible]	[illegible]	3/11
7ft.	5ft.	6½ft.	[illegible]	[illegible]	5/1
8ft.	5ft.	6½ft.	61/-	6/-	5/6
9ft.	6ft.	6½ft.	73/6	6/6	6/6
10ft.	7ft.	6½ft.	85/-	6/9	8/-

Floors extra. Many other sizes.

Delivered Free or Carriage Paid England and Wales

THORNS
Portable Buildings
EST. 1890



Pent Roof Sheds from 22/- CASH

Garden Shelters from 6/9 DOWN

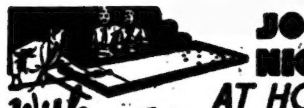
Send NOW for Free CATALOGUE No. 46.J. J. THORN & SONS Ltd., BOX 46 BRAMPTON ROAD, BEXLEYHEATH, KENT. Tel.: [illegible] 305

GENUINE WINTER-WEIGHT 'Police' UNIFORM BLUE MELTONS

5/3 Plus 9d. Postage or C.O.D.

Made to SPECIAL MEASURE! These Heavyweight 'Police' Blue Uniform Meltons represent World's best value for all men requiring a Garment for exceptionally hard wear. All Brand New Perfect Goods. Guaranteed not to hole or fray. Side pockets. Strongly lined. Reinforced tape back seam prevents splitting. Very fine cut and finish. Sizes up to 42in. Waist 5/3; 44in. Waist and upwards 9d. extra. Genuinely Worth Twice the Price Asked. Get your pair to-day and avoid disappointment. State waist, inside leg and whether plain or permanent turn-ups required. Satisfaction Guaranteed.

B. WHITEFIELD, REID & CO., 8/9 Hatton Wall, London, E.C.1
(Mark envelope 'P' Contract)



JOLLY NIGHTS AT HOME! With RILEY BAGATELLE

7/6 DOWN will bring you immediate delivery of a 6 ft. Riley Bagatelle Table and all accessories. No more Winter evening boredom with this diverting game in which all the family can join. Pay balance monthly. Cash Price £6 10s. 0d. Table sent carriage paid on 7 days' Free Trial. 7 ft. and 8 ft. sizes also available. Each size folds away when not in use. Write for Art List.

E. J. RILEY LIMITED, LANE WORKS, ACCRINGTON, or Dept. 45, 147, Aldersgate Street, London, E.C.1.
32 Free Billiard Tables. Write for details. B.s

H. SAMUEL GIFTS MAKE *Lifelong* FRIENDS!

ALL REAL DIAMONDS
42/-
55/-
67/6
£5

GET H. SAMUEL'S FREE GIFT BOOKS AND BE POUNDS IN POCKET THIS XMAS!

ALL THE LOVELY GIFTS in H. Samuel's huge factory and 99 branches are obtainable at money-saving direct-from-factory cash prices. A whole month's trial is allowed! Satisfaction or your money back is guaranteed! See the fine wrist and pocket watches, fully guaranteed for accuracy, from 5/- to £20. The lustrous Diamonds set in pure platinum and mounted by his own craftsmen in rings of 18-ct. solid gold or platinum. Marvellous variety. Prices from 40/- to £200. Send coupon NOW!

H. SAMUEL
The Empire's Largest Jeweller.
99 Branches in Gt. Britain.
MARKET ST., MANCHESTER, 1

POST THE COUPON NOW!

To H. SAMUEL Ltd., Dept. 190, Market Street, Manchester, 1.
Please send me your FREE GIFT BOOKS I have marked with a X.
1. Book of Watches. ☐ 2. Book of Rings and Jewellery. ☐
3. Book of Modern Clocks, Silverware, Cutlery, etc. ☐

NAME ....

ADDRESS .... J.B. 5/12/36.

....

Can YOU Play the Piano?

If you are a music lover why have you not acquired this enjoyable accomplishment and great social asset? Doubtless because the prospect of practice! practice! practice! has dismayed and discouraged you. **I HAVE ENROLLED AN AVERAGE OF 30 PUPILS PER WEEK THIS SEASON AND HAVE TAUGHT OVER 46,000 DURING 33 YEARS** by post, by simple methods without mechanical practice. **I HAVE TAUGHT MORE THAN 2,700 THESE LAST 12 MONTHS AND I CAN TEACH YOU.** Ordinary musical notation only used, no freakish methods, enabling you to read and play at sight any standard musical composition. Send p.c. for FREE book and advice. Say Beginner, Elementary, Moderate or Advanced.

Mr. H. BECKER (Dept. 331), 69, Fleet Street, London, E.C.4

"ENGINEERING OPPORTUNITIES" FREE!

This unique Handbook shows the easy way to secure A.M.I.C.E., A.M.I.Mech.E., A.M.I.E.E., A.M.I.A.E., A.M.I.W.T., A.M.I.R.E., and similar qualifications.

WE GUARANTEE—"NO PASS—NO FEE."

Details are given of over 150 *Diploma Courses* in all branches of Civil, Mech., Elec., Motor, Aero., Radio and Television Engineering, Building, Government Employment, etc. Write to this enlightening Handbook to-day FREE and post free.

BRITISH INSTITUTE OF ENGINEERING TECHNOLOGY, 56, Shakespeare House, 17, 18, 19, Stratford Place, W.1.

1/- BOOK on RUG-MAKING FREE

Contains 164 RUG DESIGNS in COLOUR, Hints on Rug-making illustrated by numerous photographs, etc. We also send you 140 FREE SAMPLES OF

READICUT "Turkey-knot" RUG WOOLS

The Wools you buy direct from the mills cut into lengths ready for use. Send now, enclosing 2d. stamps (for postage, etc.), to:—READICUT WOOL CO., LTD., Dept. 134, OSSETT, YORKS.

SUTCLIFFE'S STORE SHED from 2/9 MONTHLY

Design S.S.

SMALL STORE SHEDS from 24/-

DELIVERED on first payment. For storing Tools, Garden Implements, Cycles, Prams, etc. Built in 4 strong perfect fitting sections, easily the best value. Sent carriage paid. Roofing Felt supplied Free. (Floor extra.)

Long	Wide	High	Cash			or 12 payments
6ft.	4ft.	6½ft.	£1	16	0	3/0
7ft.	5ft.	6½ft.	2	12	0	5/-
10ft.	7ft.	6½ft.	3	10	0	6/5
12ft.	8ft.	7ft.	4	15	0	8/10

Send for Free CATALOGUE, Sheds, Sports Pavilions, Poultry Houses, Kennels, Greenhouses, Garages, Work Shops, Aviaries, etc. All Carriage Paid.

F. & H. Sutcliffe Ltd., 32, Wood Top, Hebden Bridge, Yorks. London Showrooms: 40-42, Oxford St., W.1.

Give your floors this lovely finish

VARNENE
VARNISH STAIN
DARK OAK

Varnene, the finer and more durable Oil Varnish Stain, will give ordinary floor boards a beautiful high-gloss finish that offers the utmost resistance to wear, chipping and scratching.

From Grocers, Oilmen, Ironmongers, etc. In Dark Oak and other beautiful shades.

TINS 6d. 1/- & 1/6

Chiswick Products, Ltd., London, W.4.

VARNENE THE NEW AND MORE EFFICIENT **OIL VARNISH STAIN**

V.BM.30.

WEAR THE (Improved Model) 'H.A.S.-BRACE'

Conquer that Stoop! Be Young and Healthy! DEVELOP AN UPRIGHT GRACEFUL FIGURE. BREATHE BETTER! FEEL BETTER! LOOK BETTER! HARRISON'S ADJUSTABLE SHOULDER-BRACE Keeps Your Chest Expanded, Head Up And Shoulders Square. For Either Sex, Undetectable.

2/11 Also in Art. Silk, at 3/11. *Please State Chest Measurement.* **R. HARRISON, 6 (L), Highfield Terrace, Saltaire, Yorkshire.**

NOTE. 'H.A.S.-BRACE' Combined with Trouser-Supports or Waist-Belt; 1/6 extra.

BUY NOW OUR PRICES MUST RISE ON JAN. 1st

You will never again have the opportunity to purchase at such AMAZING LOW PRICES. Write, mentioning Dept. 29, to the address below for our Illustrated List, together with

FREE BOOK ON GARDENING, POULTRY, DOGS, PIGEONS, Etc.

Forcing Houses from 47/6 or 2/6 down, Span-Roof Greenhouses from 80/- or 2/6 down, Lean-to Greenhouses from 47/6 or 2/6 down, Huts from 20/- or 2/- down, Motor Houses from £3 or 4/- down, All-Steel Garages from £7 or 5/- down, Rustic Houses from 26/6 or 2/6 down, Frames from 12/6, Poultry Houses from 20/- or 2/- down, Incubators from 12/6, Brooders from 4/3, Bungalows from £19.10.0, Sports Pavilions from £9.

T. BATH & CO., Ltd.
5-7, Southampton Street, Strand, London, W.C.2.

A GUINEA DYNAMO LIGHTING SET FREE

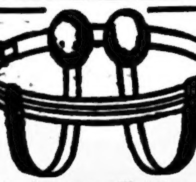
Write for Lists NOW

CYCLES FROM 57/6 CASH OR TERMS

THAT'S MY OFFER to all readers of "John Bull." Select your cycle from the latest 1937 Models at lower prices and terms than Agents charge. Approval and Carriage Paid. Write NOW for Free Lists.

EDWD. O'BRIEN, Ltd., Dept. 3, COVENTRY.

10/- SINGLE Postage 4d. In Silk Elastic 17/6



15/- DOUBLE Postage 4d. In Silk Elastic 26/-

We could fill this whole page with letters of appreciation received from customers since we introduced these Wonderful Rupture Appliances. Consisting of a strong elastic body band fitted with soft unpuncturable rubber pads, velvet covered, they are, without doubt, the most wonderful appliances on the market to-day. Send your P.O. at once stating size round body and whether left, right or double rupture. A Customer writes:—After trying different makes, some very expensive, I find your appliance the best and most comfortable.

Satisfaction guaranteed or money refunded.

LONDON SURGICAL COMPANY (Dept. B 52), Craven House 121, Kingsway, London, W.C.2.

GRAVES

'LUXURY' BARGAIN SALE. Two Super quality All Wool Blankets, 65 x 84in., weight 8lb pr. Two Fleecy Blankets, 60x80in. 4lb. pair. Two Grey Bolton Twill Hemmed Sheets, 70 x 90in. 4½lb pair. One Hemmed Fadeless Alhambra Quilt, 73 x 84in. Bleached Damask Table Cloth, 54x54in. Two Pillow Cases, 20x30. Bolster Case, 20x60in. Important—We include a 18-PIECE CUTLERY SERVICE:—6 Sheffield Stainless Steel Knives, 6 Dessert Forks, 6 Dessert Spoons, & 6 Tea Spoons. Wear like silver. Catalogue Free. Terms: 5/- Monthly. £3

J. G. GRAVES Ltd. SHEFFIELD

NO DEPOSIT

Test this watch FREE

Illus. List Free

Gent's or Lady's Wrist Watches £3.3.0 value for 22/6.

Gent's size. Bold opal dial. Splendid quality, tested movement, highly polished platinon case, leather sewn strap. Perfect Time-keeper, sent on free approval, if satisfactory pay 1/6 fortnightly until 22/6 is paid, or Fitted on Platinon Mesh extension 27/6 same terms. Lady's size same quality Black Moire band or expanding Bracelet, 22/6. Same terms 1/6 fortnightly after receipt.

J.A. DAVIS & Co. Dept. J.B. 33
94-104 DENMARK HILL LONDON S.E.5

YOURS FOR 5/-

LADIES' or GENT'S CASH 2.17.6 6/6 Monthly

IDEAL XMAS GIFT

Immediate Delivery—No Waiting.

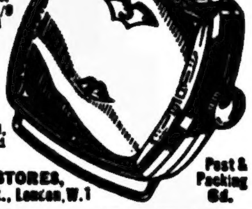
Send only 5/- now and secure, on receipt of signed order form, brand new guaranteed **RACING** model fitted Racing Hubs, quick-release Fork Ends, Avon Tyres, Endrick Rims, Coventry Chain, Lauterwasser 'Bars, rear Calliper Brake, Racing Pedals, Leatheries Racing Saddle. Cash price £2.17.6. Equipment 4/4 extra. **ROADSTER** £2.12.6 (3-speed 20/- extra). **JUNIOR BOY'S AND GIRL'S:** 18 in. frame, 20 in. wheels, Dunlops (pneumatic), Free Wheel, Upturned bars, two brakes. **CASH £2.15.0.**

DETAILS AND LIST POST FREE.

PRIDE & CLARKE LTD
158, STOCKWELL RD. BRIXTON LONDON S.W.9

SURPLUS ISSUE OFFER

Chromium "Flyer" MOVING DIAL WATCHES 5/9

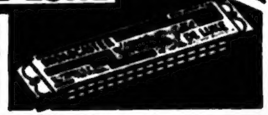


No glass to break. No hands to slip. The accurate time is instantly seen through neat apertures in armoured case. Limited number only at 5/9 for wrist model, post and packing 6d. If solid leather strap required add 1/-. Chrome band add 2/-. Model for pocket. 4/9 post 6d. Minor edition ideal for ladies 11/9, post 6d. We will refund your cash in full if you are not delighted, so send at once to avoid disappointment, to

OXFORD STREET STORES,
(Desk 1.W.J.) 7, Oxford St., London, W.1

Post & Packing 6d.

The BROADCASTER DE LUXE MOUTH ORGAN



Buy the Broadcaster, "the Mouth Organ with the Golden Tone."

Vamper, 20 reeds, 1/3. **Tremolo,** 28 reeds, 1/9. 32, 40 and 48 reeds—2/-, 2/6 and 3/-. 64, 80 and 96 reeds (double sided), 3/6, 4/- and 5/-. **Curved Tremolo,** 28 and 32 reeds, 2/- and 2/6. **Broadcaster Chromatic,** 5/-.

Individually tuned and tested, beautifully designed and decorated and packed in hinged box.

NOW ON SALE EVERYWHERE

Long Beam DYNAMO SETS ONLY 1/- DOWN

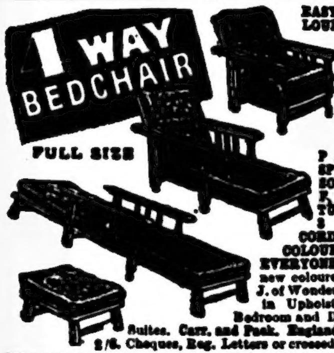
Brighten up your Xmas rides

Why put up with that old-fashioned messy oil lamp or keep spending money on batteries? Ride in safety with this self-generating, trouble-free, twin lighting set and put a searchlight on the road. Long beam headlamp, brilliant rearlight, all leads and bulbs included. Fitted in 3 minutes, and suitable for all cycles. Sent by return for 1/- down, then 1/- weekly till 16/- paid, or 15/- cash with order. Packing and carriage free. Order NOW! Fitted Stand-by Battery included Free.

FAIRDEAL (Dept. J.B.4), 56, Westbourne Grove, London, W.2

---

1 WAY BEDCHAIR

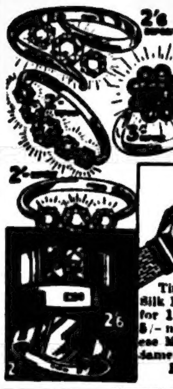


FULL SIZE

EASY CHAIR, LOUNGE CHAIR, FULL-LENGTH BED FIRESIDE SEAT 16/6

PATENT SPRING SEAT. SOLID OAK FRAME. TURNED LEGS 3 VELVET CORD CUSHIONS, COLOURS TO SUIT EVERYONE. Send for new coloured Catalogue J. of Wonderful Bargains in Upholstered Chairs, Bedroom and Dining Room Suites. Carr. and Pack. England and Wales. 2/6. Cheques, Reg. Letters or crossed P.O.'s to :—

NORTH BUCKS DIRECT TRADING CO., LTD.,
52, Shaftesbury Ave., Piccadilly Circus, London, W.1



LIQUIDATION STOCK THOUSANDS OF WONDERFUL BARGAINS OFFERED ON EASY TERMS SEND FOR OUR ILLUSTRATED LIST POST FREE OF PLATINUM SET DIAMOND & GEM RINGS WATCH BRACELETS GENTS POCKET & WRISTLET WATCHES

£4.4.0 Value for 42/-

Yours for 1/- Deposit Ladies' Solid Gold Hall Marked Wrist Watch. Fine quality jewelled movement. Opal Dial. Timed to a minute a month. On Black Silk Moire band. 10 years' warranty. Sent for 1/- Deposit. Balance after approval 5/- monthly, 42/-, or on adjustable Milanese Mesh Bracelet (as illustrated) at 55/-, same terms of payment. 1/- deposit only.

DAVIS & CO., Dept. J.B. 14, 94-104, Denmark Hill, London, S.E.5.

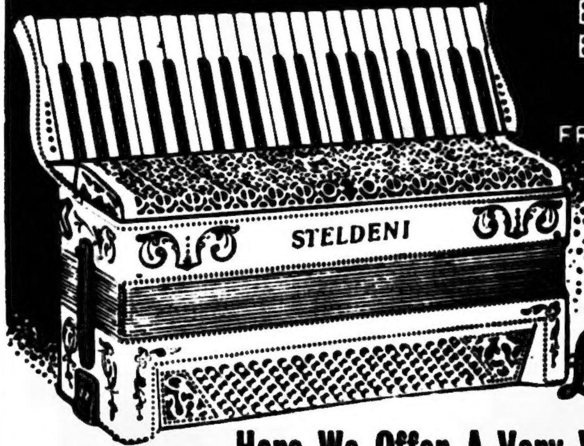
YOUR SAFETY FOR 6D DEPOSIT

Cycle in security with a Brilliant Electric Light both Front and Rear. With this Dynamo Lighting Set you make your own Electric Current as you ride. Penetrating head lamp with reflector, officially efficient tail light. All Chromium-plated fittings. Price includes leads, fittings, bulbs and reserve storage Battery for emergency use. Hand Switch operated. You send only 6d. deposit and 6d. for postage for free approval. Balance 1/6 fortnightly until 17/6 is paid, or 16/3 cash. Deposit refunded if not approved. Also another cheaper, 13/9.

J. A. DAVIS & Co. (Dept. J.B. 2), 94-104, DENMARK HILL, LONDON, S.E.5.

ORCHESTRAL PIANO ACCORDIONS

BY ALL THE BEST KNOWN MAKERS



FROM 1/- WEEKLY

£5.5 MODEL FOR 47/6

Here We Offer A Very Wonderful Bargain

"BUY AN ACCORDION BY A FAMED MAKER."

BONELLI, STELDENI, VISSIMIO, PANCOTTI, HOHNER, CRUCIANELLI, PAOLO SOPRANI, ETC., ETC. USED AND RECOMMENDED BY BAND LEADERS ALL OVER THE COUNTRY.

Real Piano Accordions at specially reduced prices. **By STELDENI.** Piano-finished cabinet, tonal reeds, metal-bound bellows, triple chord action. Complete with shoulder strap, 21 piano keys, 8 basses. Cash price **47/6**, or sent on receipt of **2/6** First Instalment. Balance payable **4/-** monthly until **52/6** is paid. Elaborate Tutor supplied. Other cheaper model accordions from **38/6**. Write for fully illustrated list of models with 25 keys, 12 bass; 25 keys, 24 bass; 34 keys, 48 bass; 41 keys, 120 bass; etc. All on equally attractive terms. **The remarkable Low Terms for Monthly Payments ensure the immediate popularity of these fine instruments.** Write for fully illustrated List of Piano Accordions and other musical instruments post free.

COMPLETE LIST of MUSICAL MERCHANDISE
J. A. DAVIS & CO.

Free—POST AT ONCE

J. A. DAVIS & CO. (Dept. J.B. 50),
94-104, Denmark Hill, London, S.E.5.

(Delete Phrase that does not apply.)

Please find enclosed P.O. 2/6, first instalment for Accordion on approval, to be refunded if instrument not approved. Guaranteed by "John Bull."

Please send me post free fully illustrated List of Piano Accordions.

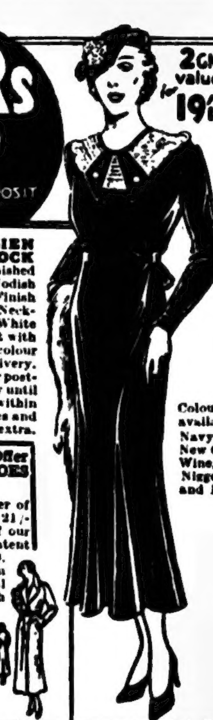
Please send me post free illustrated List of Banjos, Guitars, and other Musical Instruments.

NAME ....

ADDRESS ....

....

YOURS for 6D DEPOSIT



2GN value for 19/11

THE LATEST PARISIEN DESIGN MODEL FROCK

In fine quality Chiffon finished Twill Back Velveteen, Modish Style. Full adjustable Tie Finish to Waist. Smart Medium Neckline, trimmed with Frill of White Crepe Suede. Well-cut Skirt with correct line. Send size and colour required for immediate delivery. Send 6d. deposit and 6d. for postage. Balance 1/6 fortnightly until 21/9 is paid, or Full Cash within 7 days, 19/11 only. All sizes and lengths. X.O.S. sizes 3/- extra.

Colours available: Navy, New Green, Wine, Nigger, and Black

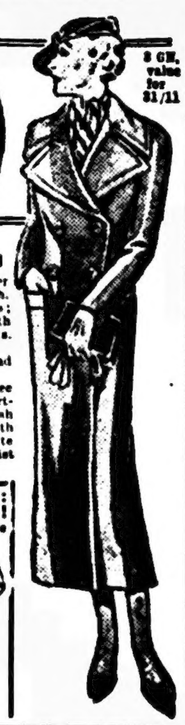
Note this Remarkable Offer RAINCOAT and SHOES FREE

We give to every purchaser of the Frock illustrated a 21/- Raincoat AND one pair of our 12/11 Lady's Black Patent Leather Shoes, all sizes 2-8. The Raincoat has a storm collar, full belt and vertical pockets. Remember, both articles as illustrated are given

FREE

J. A. DAVIS & CO Dept. J.B.18
94-104 DENMARK HILL LONDON S.E.5

YOURS for 1/- DEPOSIT



3 GN. value for 31/11

SMART COAT IN WOOLLEN NAP CLOTH

Exquisitely Tailored Model Winter Coat in superb Quality Nap Cloth. Note the New Wide Collar and Revers; 4-Button Double-Breasted Style with Half Belt Back. Two Deep Pockets. Fully Lined Art. Silk.

Colours: Navy, Brown, Green and Black.

Send 1/- and 6d. postage for Free Approval. Balance payable 2/- fortnightly until 33/11 is paid, or Cash Price 31/11. State Fitting and Length required. Outsizes 3/6 extra. Write for Illustrated Coat and Frock List Post Free.

Note this Remarkable Offer: Raincoat and Shoes FREE!

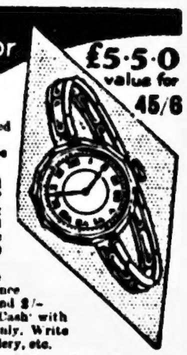
We give to every purchaser of the Coat Illustrated, a 21/- Raincoat AND one pair of our 12/11 Lady's Black Patent Leather Shoes, all sizes 2-8. The Raincoat has a storm collar, full belt and vertical pockets. Remember, both articles as illustrated are given

FREE

J. A. DAVIS & Co. Dept. J.B. 17
94-104 DENMARK HILL LONDON S.E.5

YOURS for 1/- DEPOSIT

£5.5.0 value for 45/6



Illustrated List Post Free

SOLID GOLD English Hall marked Keyless WRIST WATCH with Expanding Bracelet attached. Tested Movement Timed to a minute a month. Fully Warranted 10 years.

Send 1/- Deposit only for Free Approval. If satisfactory. Balance payable 2/- within 7 days and 2/- fortnightly until 49/6 is paid. Cash with order or within 7 days 45/6 only. Write for Illustrated List, Rings, Jewellery, etc.

DAVIS & Co., (Dept., J.B. 13,) 94-104, Denmark Hill, London, S.E.5.

DO YOU WANT TO MAKE MONEY?

£2-16-9 PROFIT ON 5/3

SKILL PUNCHBOARDS

The best money-making proposition ever offered the public.

If you want funds for Charity, Clubs, Fetes or any other purpose let the SKILL PUNCHBOARD help you. A 600-hole board costs only 5/3 post free, and makes £2-16-9 profit at 2d. per punch, and £1-5-9 at 1d. per punch. Agents working out special profit sharing plan are making £5 to £10 weekly. WHY NOT YOU? Our free Service Dept. will tell you how. Write for SAMPLE 300-hole board and illustrated price list - - - - **3/9** post free.

Discount for dozen lots

BURDON HUNTER
(Punchboard Specialist).
46J, Camomile Street Chambers, London, E.C.3.
TRADE SUPPLIED

WORLD RENOWNED WATCHES NOW OBTAINABLE ON EASY TERMS SOLID GOLD WATCHES

YOURS FOR 1/6

Tru Time SUPER PRECISION WATCHES GUARANTEED 10 YEARS

COMPLETE WITH FINEST TRU QUALITIES FROM 50/-

Why risk nondescript unreliable Watches. For as little as 1/6d. deposit you can own a world-renowned "Tru-Time." Guaranteed 10 years in writing. Simply send deposit and name and address. If satisfied, balance by easy instalments or write for catalogue Ladies' & Gent's Watches, Diamond Rings, etc. Same Easy Terms.

F. CUTHBERTSON LTD
8 Greville Street,
Hatton Garden,
London,
E.C.1.

SATISFACTION GUARANTEED OR MONEY RETURNED

7 DAYS HOME APPRO

MUSICAL INSTRUMENTS

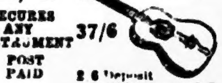
SPANISH GUITAR Size: Length 36in., Depth 4in.

27/6

2/6 Deposit & 6 mthly. pymts. 4/7.

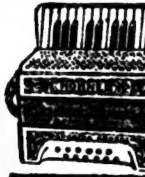
2/6 SECURES ANY INSTRUMENT POST PAID

HAWAIIAN GUITAR Size: Length 36½ x 3½ in.



37/6

2/6 Deposit & 6 mthly. pymts. 6/5.



FREE Complete Tutor with selection of favourite songs given with all models.

1937 ORCHESTRAL PIANO ACCORDEON

21 Piano Keys, 8 Bass. £5.5.0 Value for 47/6

2/6 Dep. & 12 Mthly. Pymts. of 4/-.

HOHNER Signorina (Grosel), 22 Piano Keys & 8 Bass. 3/- Dep. & 12 Mthly. Pymts. 6/-. Send to Musical Dept. for List.

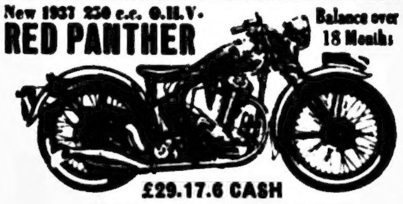
GEORGE GROSE · LUDGATE CIRCUS
NEW BRIDGE ST. LONDON E.C.4

YOURS FOR 50/-

New 1937 250 c.c. O.H.V.

RED PANTHER

Balance over 18 Months



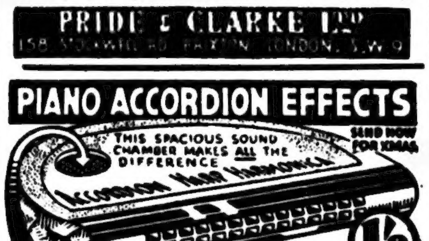
£29.17.6 CASH

115 M.P.G. 65 M.P.H. 6/3 TAX.

Save time, fares, and money. Particulars of these remarkable terms by return post. All 1936 models at pounds off list price. 1,000 other new and second-hand bargains. **ILLUSTRATED LIST FREE.** Highest exchange on car, motor-cycle, or cycle. 'Phone: Brixton 6411 (10 lines).

PRIDE & CLARKE LTD
158, STOCKWELL RD. BRIXTON LONDON S.W.9

PIANO ACCORDION EFFECTS



THIS SPACIOUS SOUND CHAMBER MAKES ALL THE DIFFERENCE
ACCORDION HARP HARMONICA

SEND NOW FOR XMAS

POST 3d 1/9

ITS AMAZING—THIS VOLUME CONTROL

Straight from the Continent! The marvellous Accordion Harp Harmonica, as used by bands and professionals. Note the large polished wood sound chamber, which amplifies and controls the tremolo tuned deep bass and rich treble chords, giving amazing volume just like a mighty organ. Bound in handsome coloured nacreous mother-of-pearl, with plated fittings, this full-size brass-reeded Harmonica is a most powerful magnificent instrument on which you can quickly play any tunes with realistic piano-accordion effects. Wonderful value.

Wm. PENN Ltd. (Dept. 22), 623, Holloway Road, London, N.19.

JOHN BULL'S SHOP WINDOW

RUGS GIVEN AWAY!

This Phenomenal Offer is made to "John Bull" readers. On receipt of P.O. 9/-, carriage 1/- ex., we will forward Direct from our looms one of our "Prudential" Brussolette REAL SEAMLESS WOVEN CARPETS. Suitable for Drawing, Dining and Bedroom, etc., handsomely bordered in 30 Turkey patterns and fashionable shades of Crimson, Greens, Blues, Browns, Rose and Art Colourings, to suit all requirements, and large enough to cover any ordinary sized room. They are made of material equal to wool, and being a speciality of our own can only be obtained direct from our looms, saving purchaser all middle profits. Guaranteed genuine bargains. Money refunded if not approved. Thousands of Repeat Orders and unsolicited testimonials. With every carpet we absolutely give away a handsome rug to match. SPECIAL OFFER: 2 Carpets, 2 Rugs, and 2 Doormats for 20/-, Carr. Paid. Cash or C.O.D. Illustrated Bargain Catalogue of Carpets, Bedding, etc., post free.

9/-

F. HODGSON & SONS (J.B.), Woodsley Rd., Leeds.

SOUTH WESTERN

FROM 2/- DOWN CARR. PD.

GREENHOUSES

L.	W.	Cash.	Down.	12 Pts.
6	5	47/6	2/6	4/3
12	6	82/6	3/6	7/6
15	8	190/-	5/-	12/-

ALL-SECTIONAL.

IMMEDIATE DELIVERY FROM STOCK

250 MILE FREE LORRY DELIVERY

Write now for free Cat. S.S. (Sheds, etc.), G.H. (Greenhouses).

GARDEN SHEDS.

L.	W.	Cash.	Down.	12 Pts.
4	4	24/6	3/-	2/1
7	5	44/6	4/-	3/11
10	7	69/6	5/-	6/2

SOUTH WESTERN APPLIANCE CO. 1929 Ltd.
Dept. J., Hugon Rd., Fulham, S.W.6. Ful. 1121 (5 lines)

RECORD 'XL' BARGAIN BALE

20/- Complete Bale. Carr. Paid. Cash or C.O.D.

Special to "John Bull" readers. Most Marvellous Value ever offered. Read the Guaranteed Content:— 2 Heavy Yorkshire White Raised Blankets, full size 80 x 60. 1 Heavy Coloured Striped Blanket 54 x 75. 2 Yorks. White Raised Blankets, soft, warm, durable, 62 x 70. 1 Splendid Alhambra or Honeycomb Quilt, 90 x 70 (White or Coloured). 1 White Damask Tablecloth, 52 x 52, coloured borders, Gold, Blue & Pink. 1 Beautiful Bedspread, Blue, Crimson, Olive, etc., on Jaspe grounds. Centre design edged Art. Silk Embroidery, 60 x 80. 1 Fancy Coloured Table Cover, 36 x 36. 1 Elegant Embossed Electro Cake or Fruit Dish, size 11½ ins. 1 Ladies' Full Size Overall or Blouse, 2 White Pillow Cases, Coloured Embroidery, Pink, Blue, Gold, 29 x 19. *Illus. Bargain Catalogue of Carpets, Bedding, etc., post free.*

F. HODGSON & SONS (J.B.), Woodsley Road, LEEDS

THOMPSON BAYLISS BUILDINGS

GREENHOUSES—6½ft.x5ft.x6½ft. 57/9, or 4/11 Mthly. 8ft.x6½ft. x6½ft., 79/9, or 6/9 Mthly. Heating apparatus: Oil from 14/6, Coke Boilers from 55/-. GARDEN SHEDS—Lean-to from 22/9, or 2/3 Mthly. Span-roof from 36/9, or 2/10 Mthly. GARAGES—14ft. x 8ft. x 8ft., Weatherboard: £8/9/9, or 13/7 Mthly. Asbestos: £8/11/9, or 14/6 Mthly. Other sizes from 85/9, or 7/3 Mthly. Easy terms and 300 miles free road delivery.

Send for Free Catalogue stating building required.

THOMPSON BAYLISS & CO., LTD.
DEPT. 12, RAINHAM, ESSEX. 'PHONE: 631

This SHOCKPROOF WATCH—YOURS for 1/- AND 1/- WEEKLY

Gent's Swiss lever movement wrist watch. Handsome dial, unbreakable glass, set in highly polished chrome case. Real strong leather strap included. This splendid timekeeper costs only 14/6 by 1/- weekly instalments or 13/6 cash. Luminous dial 1/- extra. Send P.O. for 1/- and get your watch by return. Deposit refunded if not approved.

Ideal for Xmas

FAIRDEAL (Dept. J.B.4.)
58, Westbourne Grove,
LONDON, W.2.

GRAVES Beats the World For Quality & Value

To stand on your dining table. Overall size: 5ft 2½in x 2ft 8½in

BILLIARDS IN YOUR HOME

5/- Monthly

Think of the countless hours you & your family can enjoy playing billiards in your own home with a Graves Home size Billiards Table Outfit. British-made throughout with reinforced extra firm bed, Para rubber cushions, brass pocket plates and cord net sockets, adjustable rubber feet, nicely finished Mahogany shade cushion rails. With 2 Ash Cues, 3 Moulded Billiard Balls, Marking Board, with metal pointers, Chalk, etc., all ready to start a game. No extra charge for Easy Payments. Terms: 5/- Monthly. Carriage Paid. 55/-

CATALOGUE of Home Billiard Tables, all sizes, Post Free. All on Easy Terms.—**J. G. GRAVES LTD. SHEFFIELD.**

Superlative DRESS WATCH CITY MODEL

4 Gn. VALUE for 30/-

Yours for 1/- down

SPECIFICATION.

Finely Jewelled Swiss Lever, Non-magnetic, Shockproof. 40-hour movement, Unbreakable glass. Perfect Timekeeper (10 years guarantee). Terms 1/- deposit and 1/- per week until 35/- has been paid. Cash price 30/- only. (Ladies' model same price and terms.) Realskin Strap supplied Free.

Prices do not apply to I.F.S.

If not satisfied after 7 days order will be cancelled and Deposit refunded

Anglo Swiss Products (Service), Limited (Dept. J.B. 8),
18-20, Regent Street, Piccadilly Circus, London, S.W.1.

CUTLERY BARGAIN!

A SOLID OAK CABINET containing 26 pieces of GUARANTEED SHEFFIELD STAINLESS CUTLERY FOR 16/6

Former Price 25/-

This is a Genuine Bargain. The fitted Cabinet is lined throughout with non-fade material, entirely British Made, the contents comprising:—

6 DESSERT KNIVES
6 DESSERT SPOONS. 6 DESSERT FORKS. 6 TEASPOONS. 2 TABLESPOONS.

KNIVES: Stainless Steel Solid Bolster, Ivorine Handles.
SPOONS & FORKS: Wearwhite throughout stainless Nickel.

Send P.O. or Cash (plus 6d., part carriage and packing) to:—
ADAM BRUNTON (Dept. J.B.), 67, Thistle St., EDINBURGH

—SPECIAL OFFER—

CHIMNEY SWEEPING and Drain Cleaning Machines

30ft. Finest Quality Canes fitted Best Brass Screws and Sockets. 18in. Bass Chimney Brush. Carriage 1/-. Archimedean Drain Cleaner included. Cash refunded if not satisfied. 12/6

Other sizes: 40ft. 18/-, 50ft. 22/6, 60ft. 26/-, 80ft. 35/-, 100ft. 45/-. The above are best Quality—Stores Quality, 30ft. 9/-. Carr. 1/-. Leaflet of Sweeps and Drain Tools Post Free.

S. TYZACK & SON, LTD. (J.B.33.)
341, 345 & 346, Old Street, London, E.C.1.

HOME BILLIARDS ON A REAL BILLIARD TABLE ..A RILEY

8/- DOWN and you can obtain prompt delivery of a Riley "Home" Billiard Table—perfect replica of the famous Riley full size tables. Carriage paid on 7 days' Free Trial. Write for art list of Riley "Home" Billiard Tables, also Riley "Combine" Billiard and Dining Tables.

32 Free Billiard Tables
Send for details & price list.

E. J. RILEY LTD.,
ANSON WORKS,
ACCRINGTON,
or Dept. 11, 147,
Aldersgate Street,
London, E.C.1.

"do as I do—and make at least £2

"I SIMPLY spend a few minutes of my spare time each week organising a 'Worldwide' Club amongst my friends. Any man or woman wishing to add pounds to their income should take up this pleasant and profitable hobby. It is really very simple and you need no experience or capital. You can start right away if you send the coupon now."

WORLDWIDE WHOLESALE WAREHOUSES,
Charles Street,
MANCHESTER, 1

Associated Warehouses—J. D. Williams & Co. Ltd. Established 1875

To:—WORLDWIDE WHOLESALE WAREHOUSES,
Charles Street, Manchester, 1.

Please send me free and without any obligation, your FREE BOOK which tells me how, by running a "Worldwide" Club, I can make from £2 up to £5 and more.

Name ....
(Mr., Mrs. or Miss)

Address ....

J.B.97 ....
(*Send in unsealed envelope, ½d. stamp only required*).

Extra Warm ALL WOOL BLANKETS

THE WARMTH IS IN THE WEIGHT NOT THICKNESS

These large-sized double warm blankets — snug, fleecy and luxuriant—are positively to-day's finest value. Supplied in all-white or with blue border. Be ready for cold weather and buy NOW at this unrepeatable bargain price. Money willingly refunded if not entirely satisfied.

GUARANTEED 100% WOOL

PER PAIR 2/6 Down plus 9d. postage and 2/6 monthly or 15/- cash, carr. paid.

Write for full Price Lists, to-day.
WATERSIDE BLANKET MILL CO., 68 (J.), Listerhills Road, Bradford.

THAMES UTILITY

Send now for FREE CATALOGUE No. 25, illustrating various new features and complete Terms of Purchase. Hundreds of Sizes and Designs. Prompt Free Delivery or Carriage Paid England and Wales.

STEEL BRACED CORNERS!

STEEL TIED ROOFS!

MORTISED AND TENONED JOINTS!

SPECIAL SALE PRICES WEATHERBOARD GARAGES

Lth.	Wdth.	Ht.	Cash.	Dep.	12 pyts.
10	7	8	£5/0/0	5/-	9/4
12	8	8	£5/17/6	6/-	10/11
14	8	8	£6/17/6	7/-	12/9

THAMES UTILITY BUILDINGS
7, West Street, Erith, Kent.
(Props., Thames Steam Saw Mills Ltd.) (*Estd. 40 years.*)
'Phone. Erith 2072-3.

SINGLE-SHOT SUPER AIR PISTOL

VERY ACCURATE AND POWERFUL. Just what you have always wanted, a powerful high grade Air Pistol, shaped like an Automatic, pocket size. Fires B.B. Slugs and Air Rifle Darts. Well made and durable. Weighs about 10 ounces. Better than an Air Rifle. A packet of Slugs, Darts and 3 Targets given Free with pistol. NOT SOLD TO MINORS.

6/- Post 9d.

MICROSCOPE & FLOROSCOPE COMBINED

SURPRISINGLY GREAT MAGNIFYING POWER.

Enables you to minutely examine mineral, animal and vegetable specimens, to test cotton, wool, silk, seeds, water, flour, cheese, milk, etc. Study soda, sugar and salt crystals, the spores of ferns, the dust scales from moth and butterfly wings, human hairs, flies and insects. The animalcules in water are a never failing source of wonder. Capable of magnifying 150 areas. Worth twice the price.

Price 1/- Post 3d.

Write for bumper illustrated catalogue free.
ELLISDON & SON (Dept. J.B.1), 245, High Holborn, London, W.C.1.

Accordions ALL FAMOUS MAKES

Yours for 1/- Weekly

EST. 1895

Highest grade Orchestral Accordions. Rich musical quality. Constructed, tuned and tested by specialists. As played by famous Dance Band Leaders. EASY TO PLAY! EASY TO PAY! FREE first lesson for beginners under Prof. Rossi's system. Small deposit secures. All new stock. Fully guaranteed. List Free.

YEWDALL'S STORES, Ltd., Dept. 28A,
80, NORTH ST., LEEDS.

RADIO All leading makes on less than maker's terms MARCONI PHILIPS LISSEN PHILCO ULTRA etc. You get all the world on YEWDONIA ALL-WAVE MODELS 2/6 weekly LIST FREE

SURPLUS OFFER of 6-STRING SPANISH UKE GUITARS

POST 9d. 5/-

These handsome Mahogany finished instruments are accurately strung with 6 strings controlled by special non-slip pegs. Face finished sycamore graining. Mother of pearl finish edging to sound chamber outlet and correctly brass fretted finger board. You will master it in no time and be able to play many lovely melodies at Xmas if you send at once. Price, complete with tuner, only 5/- (post and packing 9d.), to clear this balance of manufacturers' surplus stock. Nothing else to pay. Do not miss this unrepeatable opportunity.

OXFORD STREET STORES (Desk I.G.J.),
7, Oxford Street, London, W.1.

GRAVES Fine Quality Bale Beats the World For Supreme Value

Two finest British pure White All Wool Blankets of lovely texture, with Blue borders, whipped ends, 68 x 88in; 7½lb pair; Two All White luxury Fleecy Blankets with whipped ends, 60x80in, 4lb pr; Two pure White Pillow Cases, 20 x 30in; One Bolster Case, 20 x 60in; Two Grey Bolton Twill Hemmed Sheets, 70 x 90in, 4lb pair. One Alhambra Quilt, 72x84in. Complete. Carriage Paid. 2/6 Now, 2/6 Monthly. 42/-

Drapery Catalogue Free.
J. G. GRAVES LTD. SHEFFIELD

3/6 NOW

SEND ONLY 5/- TO SECURE A Genuine 'Estrella'

PIANO ACCORDION

The ONLY really PROFESSIONAL ACCORDION AT THE PRICE.

FREE TUTOR & CARRYING CASE

Do not be misled by offers of cheap instruments, which cannot possibly give lasting satisfaction. We offer genuine "Estrella" models, hand-made by Experts, beautifully finished and world-famous for wonderful tone and long life. No. 2025/12-3: 25 Piano Keys, 12 Bass, 2 Voice. Reeds on separate plates give unusually rich tone. £4.4.0. Cash, or sent for 5/- deposit and 11 monthly payments of 8/-. Carr. Paid. Easy to play. Prompt delivery. ORDER EARLY FOR XMAS. COMPLETE LIST FREE.

THE L.R. SUPPLY COMPANY, LTD.,
11/3, OAT LANE, LONDON, E.C.2. (NAT. 1977.)

AMAZING VALUE

YOURS FOR 1/- DOWN

A Child's Tricycle

Do kiddies dream? Sure, they do. They dream of a tricycle like this. Their first machine! What excitement—and at CHRISTMAS, too! Give this to your little boy or girl and see eyes shine and cheeks flush with health and enjoyment. Ideal exercise; keeps your child amused for hours. And in any old backyard, too. Suitable for children up to 5 years of age. Sturdily built, rubber tyres, spring saddle, plated handle bars. 1/- down puts your child in the saddle, then balance by weekly payments of 1/- (16/6 in all) or 15/6 Cash.

(A) Ingrams (London) Ltd., 72, Victoria Street, London, S.W.1.

I'M IN FRONT AGAIN FOR REAL VALUE

I offer the finest ALL-BRITISH Wireless Sets at Bargain Prices, including Battery and All-Mains Receivers. Any set sent

ON APPROVAL, PACKED FREE & CARRIAGE PAID.

Write now for my beautifully illustrated Art Catalogue.

For Only £3.10s CASH OR EASY TERMS

WRITE FOR LISTS NOW

Lewis Carlton Ltd WIRELESS SPECIALISTS, etc. 2 COVENTRY.

FOR SMALL TRADERS, SHOPKEEPERS.

MAKE MORE MONEY. Sell Tablecloths, Towels, Silk Stockings, Overalls, Men's Socks, Ties, etc. A 1,000 Bargains. Oldest, Largest, Cheapest & Best Wholesale firm. Write now for Catalogue & Guide —Cochrane's Warehouse, 1, Thomas Street, Manchester.

CROCKERY. 120 asstd. articles 10/-. Dinner set free. 48 cups, scrs., 4/-. Glass & Hardware Catlg. & Guide Free.—Bridge St. Pottery, 9, Burslem.

ARCHERS offer in Wholesale Drapery keenest Value possible. Small quantities supplied. Send p.c. for Winter and Xmas Catalogues.—Archers, 42/48, Castle Gate, NOTTINGHAM.

FOX BROS. for Coronation Goods, Toys, Flashlamps, Toilet Goods, Hosiery, Smallwares, etc. W'sale List free.—36B, Thomas St., Manchester.

PROFITABLE Xmas Goods. Every kind. Easy Terms for Spare-time Agent and Shopkeeper. 160-p. Catlg. Free.—MAY (125), Birmingham.

86-PAGE New Autumn-Winter Wholesale Drapery Catalogue, post free. Also 28-page Illustrated Catalogue. Perfect goods, keenest prices. All depts. stocked. Satisfaction guaranteed. Wholesale only. — MYERS AND CO., (L. & H.). Ltd., 7, Trinity Street, LEEDS, 1.

DIP: TOYS.—4/6 gross, cash. Also Xmas crackers, novelties, gifts. Stamp Illustrated Cat.—Messrs GOLD, King Street, Ramsgate.

KEEN BUYERS OF HOSIERY & DRAPERY. SEND FOR CATALOGUE. — APPLESON, GASCOIGNE STREET, LEEDS, 1.

AGENCIES, CLUBS.

SOMETHING really new in Clubs! The "Sixit" Club is different. At last, just what club organisers and members have been waiting for—a club that is complete in six weeks. Why wait twenty weeks for your turn? Two prices only. 3/- and 6/-. 10/- goods for 6/- and 5/- goods for 3/-. Everything to wear. Useful things for the home. Big commission. Most wonderful variety of goods ever gathered in one catalogue at such low prices. Send p.c. NOW for newly issued catalogue. Geo. Day, Ltd. (Dept. 2), 29, Altrincham St., Manchester, 1.

WANTED, Agents to make £20 in spare time. 10/- in £ com. Private Greeting Cards and Calendars of distinction. No exp. No outlay. Either sex. Dept. J.B., Sunshine Publishing Co., 5, Bayer Street, London, E.C.1.

EARN BIG MONEY as AGENTS for all-the-year-round firm specialising in Clothing, Footwear, Jewellery, Fancy and Household goods; liberal commission and bonuses paid and cash prizes; send at once for particulars, post free.—AMBLER, PRICE & COLE, LTD., Dept. J.B., Amprico House, North End Road, Wembley.

AGENTS WANTED. Sell Dexter Men's and Ladies' Shoes direct from Northampton. No experience necessary. Free outfit.—Dexter Shoe Co., Dept. J., 24, Market Sq., Northampton.

THOUSANDS ARE ORGANISING QUICKLY CLUBS! The Club with the New Idea! Wonderful values, big commission! Quick turns—quick service—quick satisfaction. Great range of goods at four bargain prices: 2/6, 5/-, 7/6, 10/-. Organise QUICKLY CLUBS quickly. Send p.c. NOW for new catalogue.—QUICKLY, LTD. (Dept. 2), 40, Portland St., MANCHESTER, 1.

EMPLOYMENT.

G.P.O. Engineering Dept. (No experience required). Comencing £3 13s. per week. Age 17-23. Excellent prospects. Free details of Entrance Exam. from B.I.E.T. (Dept. 527), 17-19, Stratford Place, London, W.1.

TELEPHONY, RADIO AND MOTOR ENGINEERING are expanding rapidly; there are lots of vacancies. Our Postal Courses will make you eligible; advice on all careers free.—Dept. T.38, THE BENNETT COLLEGE, LTD., SHEFFIELD.

CUSTOMS & EXCISE. Attractive Careers offered to keen young men, aged 19-21. Commencing pay, £3 8s. The Entrance Exam. is not difficult.—For full details apply to B.T.I. (Dept. 801), 356, Oxford Street, LONDON, W.1.

AIR FORCE.—Young Men will be Wanted as Clerks, Engineers, etc.; our postal courses will get you through the entrance examinations. Particulars free.—Dept. L.38,
THE BENNETT COLLEGE, LTD., SHEFFIELD.

CIVIL SERVICE VACANCIES.—The 1937 Edition of Civil Service Handbook is now ready for public distribution. Those desiring details of openings, age limits, pay, Entrance Exams., etc., for all branches of the Service (either sex —aged 15 upwards) are advised to apply for this Free Handbook immediately to B.T.I. (Dept. 171), 356, Oxford Street, LONDON, W.1.

ENGINEERS, now is your chance to dig yourselves into a Key position and make your future solid. It needs Technical Training; we can give you that by post. Full particulars free.—Dept. D.38,
THE BENNETT COLLEGE, LTD., SHEFFIELD.

POLICE RECRUITS HANDBOOK for 1936 (FREE). Contains information of pay, prospects and Entrance requirements for all Forces. Prospective recruits (aged 19-25) should apply for free copy to B.T.I. (Dept. 602), 356, Oxford Street, London, W.1.

CIVIL SERVICE, G.P.O. Engineers, Customs and Excise, Inspector of Taxes; no experience required. Open examination; vacancies regularly available; age 17-24. Full particulars, with personal advice, free.—Dept. C.38,
THE BENNETT COLLEGE, LTD., SHEFFIELD.

POST OFFICE SORTERS. (Ages 16 to 18—both sexes.) Good pay and prospects. Simple Entrance exam. For full particulars write, B.T.I. (Dept. 531), 356, Oxford Street, W.1.

YOUNG MEN physically fit should join the Police. Study at home in your spare time. Special courses for Entrance and Promotion; 1/- per week brings success. Full particulars or advice about other careers, Commercial, Technical or Civil Service, FREE.—Dept. A.38,
THE BENNETT COLLEGE, LTD., SHEFFIELD.

SHEET METAL WORKERS wanted everywhere. Now is your chance to get into a Key Position. Our postal course will make you efficient. Particulars free.—Dept. S.M.38,
THE BENNETT COLLEGE, LTD., SHEFFIELD.

SMALL ADS. WORTH WATCHING

RATE
10s. per line.
A line averages six words.
Minimum Charge 30s.

Advertisements with remittance must be received not later than noon on Friday for the following Thursday's issue

Address: The Advertisement Manager, "John Bull," 57-59, Long Acre, London, W.C.2

BUSINESS SERVICES, ETC.

DO YOU ADVERTISE?—Advertisements inserted in 50 Provincial newspapers or London Suburban, 7/10. Welsh, 3/8. Large or small Mail Order Campaigns. Advice free.—Write for Prospectus 60, Buttolph & Dickson, 323, High Holborn, London, W.C.1. (Chancery 8113.)

PRINTING (Every description, lowest prices). Books, Mags., Catlgs., Schedules, Dup. Books, Stationery. Samples 2d.—Mead's (60), Sandy.

BARGAIN SALES.

WALLPAPERS DIRECT from 2d. per roll. Send for patterns post free. — WEST RIDING WALLPAPER CO., 52, TRINITY ST., LEEDS

CARNIVAL GOODS, Balloons, Hats, Novelties, etc Send for special free bargain list.—"Uneedus," 70/72, Arundel Street, Portsmouth.

MODERN Labour-saving devices lessen the drudgery of housework You can own a Vactric electric vacuum cleaner on weekly deferred terms as low as 2/-. Send for full details by filling in the coupon on page 30.

GET a copy of Benson's Watch Catalogue. For 3/- down you can secure any of Benson's Pocket or Wrist Watches, Chains, Clocks, Rings, Jewellery, etc.—Write mentioning *John Bull*, to J. W. Benson, Ltd., 62/64, Ludgate Hill, London, E.C.4, or fill in the coupon on p. 37.

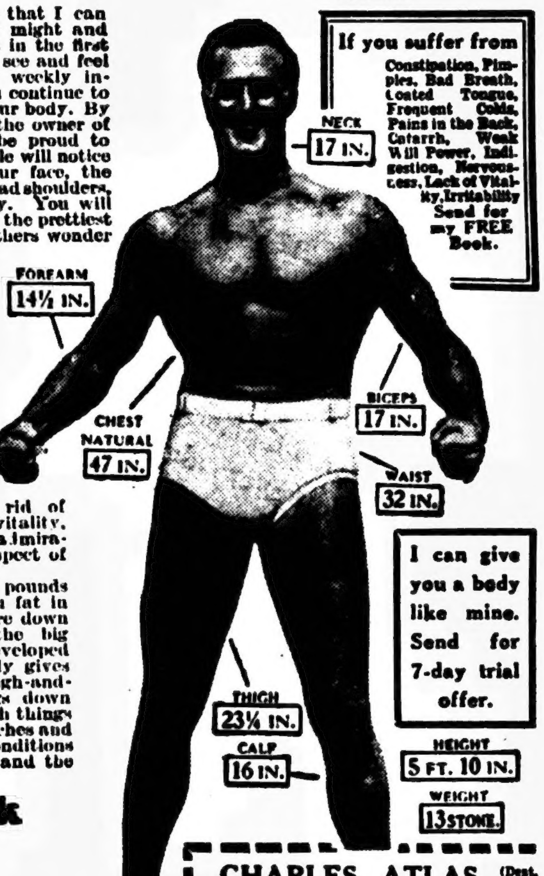
EVERYONE loves comfort. The Berkeley Superlax Easy Chair provides it. Its design is modern and a patented automatic action makes it possible to change from upright to resting or lounging positions without making any adjustment or getting out of the chair. Full details of its remarkable value, together with patterns of coverings, will be sent FREE to all readers who fill in the coupon on page 29.

"Proof in the First 7 Days That I Can Make YOU A New Man!"—Charles Atlas

Holder of the title, "The World's Most Perfectly Developed Man," as he is to-day. This is not a studio picture but an actual untouched snapshot.

No other Physical Instructor in the World has ever DARED make such an offer!

I'LL give you PROOF in 7 days that I can turn you, too, into a man of might and muscle. Just think of it! Right in the first week under my guidance you will see and feel the improvement! Then as my weekly instructions arrive in your home you continue to rebuild, renew and "overhaul" your body. By the end of three months you are the owner of a powerful body that you will be proud to display anywhere, anytime! People will notice the ruddy glow of health in your face, the sparkle in your clear eyes, your broad shoulders, and they will seek your company. You will be the fellow who will walk off with the prettiest girl and the best job while the others wonder how you did it!


NECK 17 IN.
FOREARM 14½ IN.
BICEPS 17 IN.
CHEST NATURAL 47 IN.
WAIST 32 IN.
THIGH 23¼ IN.
CALF 16 IN.
HEIGHT 5 FT. 10 IN.
WEIGHT 13 STONE.

If you suffer from
Constipation, Pimples, Bad Breath, Coated Tongue, Frequent Colds, Pains in the Back, Catarrh, Weak Will Power, Indigestion, Nervousness, Lack of Vitality, Irritability
Send for my FREE Book.

I've No Use For Apparatus

I haven't any need for apparatus that may strain your heart and other vital organs. I don't dose or doctor you. *Dynamic Tension* is all I need. It's the natural tested method for developing real men inside and out. It distributes added pounds of powerful muscles over your body, gets rid of surplus fat, and gives you the vitality, strength and pep that win you the admiration of every woman and the respect of any man.

Are you underweight? I'll add pounds where they are needed. Are you fat in spots? I'll show you how to pare down to fighting trim. And with the big muscles and powerful evenly developed body that my method so quickly gives you, I'll also give you through-and-through health—health that digs down into your system and banishes such things as constipation, pimples, skin blotches and the hundred-and-one similar conditions that rob you of the good times and the good things of life.

I can give you a body like mine. Send for 7-day trial offer.

48-page Book FREE

Post coupon NOW for my illustrated book, "Everlasting Health and Strength." Tells all about Dynamic Tension. Shows actual photos. It's a valuable book! And it's FREE. Send for your copy to-day. Address to CHARLES ATLAS, Dept. 13-L, 40-42, Chandos-st. London, W.C.2.

CHARLES ATLAS (Dept. 13-L.)
40-42, Chandos Street, London, W.C.2.
I want proof that your system of Dynamic-Tension will make a New Man of me. Send me your book, "Everlasting Health and Strength," FREE.

NAME..
Please print or write plainly.
ADDRESS...
....

"JOE DAVIS" Billiard Tables, endorsed by England's Champion Player. Quality Tables. Bargain prices, 24s. up; easiest terms. Art List free, Dept. BB. RAYMOND. Address see "Musical."

A1 NOVELTIES for Dances. Hats, Balloons, Novelty Musical Instruments, Masks. — List J.B.1702 free.—Dudley's 451, Holloway Rd., N.7.

"CARNIVAL" Hats Novelties, Balloons, etc. Illustrated Catalogue J.B. free.—Becks British Carnival Novelties, 139, Upper St., London, N.1.

DANCE NOVELTIES & ADVERT. BALLOONS LIST FREE. — NOVELTY SUPPLY STORES, Dept. (J.B.), 228, MILE END RD., LONDON, E.1.

AMATEUR Craftsmen. Plywood panels, all sizes and thicknesses. Plain and veneered. Best quality. Lowest prices. Arnold Woodworkers' Supply Co., 1a, Arnold Road, Bow, E.3.

A CUTLERY Bargain no reader should miss. A solid oak cabinet containing everything you need (all Sheffield stainless) for 16/6! Get it for Christmas. See advt. of Adam Brunton in *John Bull's* "Shop Window," page 4.

FREE.—Catalogue of full range of SERVICES Watches—Sports, De Luxe, and Alarm Clocks—will be sent to readers who write, mentioning *John Bull*, to The Services Watch Co., Ltd. (Dept. J.B.1), Leicester. SERVICES Watches are famous for their endurance and dependability and are guaranteed for [illegible] years. Prices range fom 5/- to £5. See p. 39

BABY CLOTHES. — EXPECTANT MOTHERS, do not hesitate in obtaining your complete layette from me. Every garment Beautifully Home-made from finest materials. Style and quality approved by Nursing Home and Welfare centres. 75-garment Layette with full-size shawl, 30/-; or Superior Nursing Home Set, 42/-, including flannels, woollies, Silk Robes and handsome Shawl. Send 2/- for pcl. on appro. (Cash or Terms). — Mrs. J. Howard, 66, Dover Road, Portsmouth.

POULTRY KEEPING.

POULTRY-PROFIT. — Make your poultry more profitable by getting "The Feathered World Year-Book, 1936." The complete poultry-keeper's guide. Everything you want to know about buying, selling and breeding. Over 300 pages and 80 illustrations in photogravure. To obtain a copy, send 2/6 to "The Feathered World," Dept. J.B.1, 9, Arundel St., Ldn., W.C.2.

WIRELESS AND MUSICAL.

PIANO-ACCORDIONS, DRUMS and all Access., Trumpets, Guitars, etc. Send 1d. p.c. wonderful new 1937 60-pp. cat Terms.—J.B. RAYMOND CO., 5 Laurence Pountney Hill London, E.C.4.

£3. 1937 Wireless set, 100-250 volt A.C./D.C. 200-2,000 metres. Guaranteed. Send for leaflet. —Harmaur Radio, 8, Clifford St., London, W.1.

EASY Monthly payments for any Musical Instrument. Small deposit secures. For value and satisfaction send to Messrs. George Grose of New Bridge Street, London, E.C.4. (See illustrated advertisement in *John Bull's* "Shop Window," page 3.)

MEDICAL, CURATIVE.

HOW TO STOP SMOKING.—Genuine remedy, proved by testimonials. — Write, The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

DON'T WEAR a Truss! Use Brooks' Rupture Appliance. New discovery. Wonderful! No lumpy pads, no springs, durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.—Address, Brooks Appliance Co., Ltd (520G), 80, Chancery Lane, London, W.C.2.

FREE Sample of Cephos, the Safe and Certain Physician's remedy for Headache, Neuralgia and Rheumatism. In Powder or Tablet form. Does not affect the heart. Send p.c. to CEPHOS LTD. (Dept. J.B.), BLACKBURN.

WORMS CURED.—Artico Brand Worm Tablets are a Specialist's Positive Cure by Removing the causes. No fasting, dieting or interference with daily habits. Send 1/6 for Generous Supply, or 1½d. stamp for details.—Ridyard Tablet Co., 34-38, Codnor, Derby.

BRONCHIAL Tubes, Chest, Lungs. Send for free samp. Jowett's Wonder HERBAL BEANS mean easy breathing. Large box 1/3, post free. —JOWETT'S Health Stores, MORECAMBE.

IF you are run down, listless, feel irritable and lack pep, buy a really good tonic like Phosferine. Let its strong, energating sun-qualities flow through your veins. You will feel a new man or woman in a very short time. See p. 37.

TO those who are subject to Rheumatism Lumbago, Sciatica, Backache and other unpleasant aches and pains will find immediate and lasting relief by using that famous family remedy, Sloan's brand Liniment. Apply gently, it penetrates instantly, warms and soothes the tissues and drives away pain. Keep a 1/9 bottle handy—it will often save hours of unnecessary torment

FREE.—Send a p.c for a liberal free trial bottle of D.D.D. Brand Lotion. It cleanses the skin and cures all skin troubles.—Write, mentioning *John Bull*, to D.D.D. Laboratories, M.N., 28, Fleet Lane, London, E.C.4. See p. 18.

MISCELLANEOUS.

3d. WEEKLY for LIMITED PERIOD provides free cremation at any crematorium. Anxiety relieved. Complete details FREE from BCA Cremation Society, 23, Nottingham Place, London, W.1.

PEARL ENDOWMENT POLICIES PURCHASED OUTRIGHT.—SECRETARY, PIONEER SALES, 18, CHRISTCHURCH RD., WINCHESTER

FREE.—Fennings "Every Mother's Book."—Write, mentioning *John Bull*, to Alfred Fennings, Cowes, I.W. This offer appears on p. 33.

GET Fit and Remain Fit. Don't overlook the home course of physical culture offered by C. Atlas on this page. Free particulars will be sent on request. Send the Coupon!

FREE.—Another £50 is offered by the makers of Zubes on page 39 All you have to do is to provide the 4th line to the rhyme in the advertisement. Read announcement for full details, conditions, etc., then send in your entry at once.

IF you want to keep your dentures fresh and clean, accept the free sample offer of Dr. Wernet's Powder on page 20. Fill in the coupon.

FREE. A generous sample of Casco, the new glue—sets chemically like cement. Simply send a p.c. to Leicester, Lovell & Co., Ltd. (Dept. J.B.5), 14/18, Nile St. London, N.1. See p. 42.

HOUSEWIVES, get this free Cookery Book. Simply fill in your name and address in the Coupon in the Stork Margarine advt. on p. 27.

FREE. Hundreds of free gifts are set out in the free gift booklet offered by the makers of Rowntree's Cocoa. Send a postcard (postage 1d.) to Dept. C.E.23, Rowntree & Co., Ltd., Cocoa Works, York, for your free copy. See p.28.

A 3-BOTTLE sample case of Mason's Ginger, Orange and Black Currant Wine Essences will be sent in return for the coupon on page 39, together with 9d. in stamps.

FREE for the children. Children are for ever asking questions. Do you know this? Why is that? etc Get a copy of a delightful little book called the "Children's Magazine," which contains all sorts of interesting information about birds and beasts and trees, as well as a thrilling story—16 pages of real entertainment Write for your copy, mentioning *John Bull*, to Proprietary Agencies, Dept. M4, 1, Worple Way, London, W.3. A postcard will do.

NAIL BITING. Free booklet sent privately, for 1½d. stamp, explains how you can free yourself (or child) of this objectionable, health-endangering habit.—Filtex, Ltd. (Dept. J.B.1), 31, Broadway, Crouch End, London, N.8.

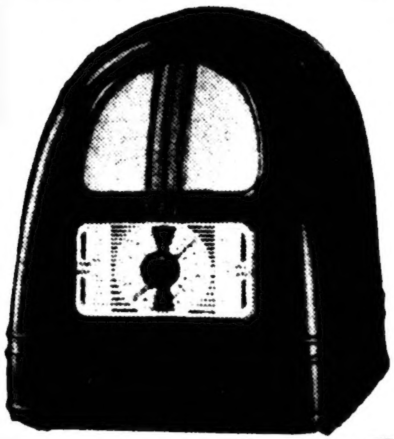
FOR CHRISTMAS BARGAINS, SEE "JOHN BULL'S" "SHOP WINDOW"— PAGES 2, 3 and 4.

NICOLAS BENTLEY

TO------who needs a hint

Now if you're one of those who want a Philco for Christmas, here's the way to get one. Leave this magazine open at this page. Fill in the name of the person who needs the hint, and leave it casually on the table for him, or her, to see.

What a Christmas present! Something the whole family will enjoy every day for years to come... that will bring endless entertainment... that will let you roam the world for music and news and thrills! Philco Radio is radio at its best, as perfected by the world's largest makers of radio sets.



THE PEOPLE'S SET

The world's most successful radio

3-valve Battery Set 5 Gns.

or 7/6 down and 1/8 a week

4-valve A.C. Superhet 6 Gns.

or 8/6 down and 1/11 a week

Long and medium wave mains models from 6 gns. to 16½ gns.

●

All-wave models from 10 gns. to 22 gns.

●

Radiograms from 19 gns. to 120 gns.

●

Battery Sets from 5 gns. to 12 gns.

●

Car Radio from 17 gns.

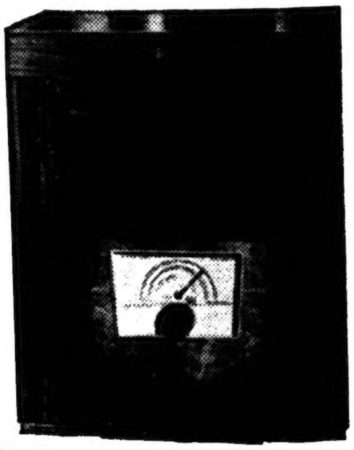
THE "EMPIRE FOUR"

All-Wave Superhet

Model 471 for A.C. Mains

10 Gns.

Giving the thrills of reliable all-wave reception at less than the cost of many ordinary sets.



PHILCO

WORLD'S LARGEST MAKERS OF RADIO SETS

Philco Radio & Television Corpn. of G.B. Ltd., Perivale, Middles

JOHN BULL
93, Long Acre, London, W.C.2.
Telephone: Temple Bar 2468.
Telegrams: Heroically, London.
Registered at the G.P.O. as a Newspaper.
Thursday, for week ending Saturday, December 5, 1936. Twopence.
Postage: Inland and Canada, ½d.; all other parts of the world, 1½d.
WITHOUT FEAR OR FAVOUR

From Our Readers

IS there any truth in a remarkable story going round that a well-known M.P. has received a letter from the Unemployment Assistance Board asking the value of the meals he provides to a girl employed by him as a day help?

It is said that the information is demanded so that the relief allowed to her family of nine (of which she is the only one in work) can be reduced!—Mrs. F. Richards, Napier Street, Nelson, Lancs.

Mr. William Lunn, M.P. for Rothwell, Yorks, has received such a letter from U.A.B., Wakefield. Means Test has now become also Meals Test.

Innocence

I AM only eighteen, so it is perhaps because of my youth that I am unable to find yet the answers to two questions that trouble me sorely:

(1) What was the cause of the World War?

(2) Why do the Churches seem to have lost their appeal to ordinary people?—James Winter, Hooten Gardens, Leigh, Lancs.

(1) Unanswerable. But 'twas a famous victory.

(2) Enemies of the Church are not those outside who fight her, but those inside who fail her.

Sensitive

A FEW days ago I was one of forty people—twenty-two men and eighteen women—awaiting treatment in the Dental Department of Bristol Royal Infirmary.

A shrill yell was heard in the ante-room from a patient having extractions in the surgery beyond.

Seven of the waiting men rose and precipitately fled from the building. The other fifteen became very restive and looked alarmed, but none of the women showed any concern.—M. Keen, 79, St. George's Road, Hotwells, Bristol.

This reader does not disclose his or her sex.

One Who Knows

NOTHING pains me more as a headmaster than that when children from poor homes have to be away from school because of illness I am not allowed to arrange for the cheap milk given to them daily in the class-rooms to be supplied to them at their homes.

This is particularly cruel when parents are ordered to provide them with milk-diet, which they cannot afford at ordinary prices.

I insist that my teachers allow the school milk to be warmed before being drunk. But in most schools it is consumed cold—often in this weather with ice on the surface.—H. Balneaves, Withington, Manchester.

Milk Marketing Board is inflexible in refusing home supplies at school prices.

Outcasts

ANALYSIS of the unemployment figures reveals a significant fact which has been overlooked. It is that the so-called "prosperity" has not percolated down at all to the casual and unskilled workers.

Most of these are still far from middle-age and they are idle because, during the depression, they received no technical training and have had no chance to qualify as expert workmen in any branch of industry.

To-day they are the bulk of the workless, and their number is constant.—H. E. Bower, 110, Henniker Gardens, East Ham.

This will go on until there is control of juvenile labour to regulate the drift into blind alley occupations.

Real Surety

THE shopkeeper was exerting himself and emphasising that the article was guaranteed. My four-year-old George listened gravely.

"What is 'guaranteed'?" he asked me afterwards.

I told him it was something so good that you could be sure of it.

After evening prayers George gave me a squeeze, saying, "Good-night, guaranteed Mummy."—Mrs. Delston, 13, Cabin Hill Park, Belfast.

Rail Safety

ONCE again a train communication cord has failed to act when pulled after a carriage door swung open and a person, this time a child, fell out.

Railway passenger guards, of whom I am one, have tried for long, without success, to impress the need for two things on the coach builders.

They are—to shorten the hand-grip of the cord so that it cannot be pulled sideways instead of downwards, and to fit all compartment doors with an automatic device to keep them locked while a train is in motion.—S. B., Newcastle Road, Trent Vale, Stoke-on-Trent.

Last suggestion would also prevent numerous casualties to persons on platforms struck by doors being opened before trains come to standstill.

Pulse of Our Postbag

SCORES of readers ask in their contributions to the Letter Bag this week for information as to the extent to which the 5-days 40-hours week has been introduced in British industry.

So far, it has been tested only in certain branches of motor car production, specialised engineering, printing, chemical and leather trades. Without exception, the results, admitted by employers, have been increased output, higher earnings, and, very important, a tremendous reduction in illness absenteeism.

A number of readers, including trade union officials, state that when the 40-hours week is discussed with employers, the usual answer is that it would be financially ruinous to the workers because they would be compelled to spend more to occupy the extra leisure time.

This shibboleth has always been paraded when the working week has been under review.

Some Strad!

JUST for a joke my sweetheart bought an old fiddle for two shillings at a stand in the local market.

Now we find that inside there is a faded label with the words "1735, Antonius Stradivarius, faciebat, Cremonsis. Made in Czecho-Slovakia."

Friends say that a Stradivarius violin of 1735 is worth £7,000. Can that be correct?—Miss Vera Dempster, Attercliffe Common, Sheffield, 9.

Yes. But Czecho-Slovakia itself was not made until 1918.

Front Seats

SOME months ago John Bull gave the causes of an astonishing decrease in the strength of the Boy Scout movement.

It would only be fair to make it known that lately the numbers have been much more than restored.—J. Oliver, Chatsworth Street, Liverpool, 7.

One reason, perhaps, for the flow of recruits is that Boy Scouts will have front places at Coronation processions and festivities as official programme sellers.

Why Wait?

GOVERNMENT auditors are to be allowed to sanction local expenditure on boots and clothing as Coronation gifts to needy children. The Treasury will make a grant of one-fifth of the cost to relieve local taxation.

I am sure that the King would prefer that these gifts be made now, at the start of what promises to be a hard winter, instead of next May. Much suffering and, perhaps, lives would be saved.—A Stainsby, 22, Keswick Street, West Hartlepool.

Every local authority is empowered to keep necessitous children shod and clad at all times, although many refuse. Coronation concession is intended to be extra.

Not Too Late

SINCE last May I have sent many scores of letters to M.P.s, leading churchmen and public men and women suggesting the inauguration of a movement by which a register would be compiled of every family in the land willing to 'adopt" a family in a distressed area for a week at Christmas.

Nothing has been done. I got no acknowledgment of most of my letters. —L. A. Elting, York.

Evidence that the black areas were forgotten. Still ample time.

Horological

FIVE years ago I bought an antique grandfather clock.

On four occasions since I have had to enter hospital and each time it has stopped on the day I left home and resumed ticking on the day I returned.

I attribute the happenings to a series of coincidences, scarcely believing that a clock can stop in sympathy for an absent owner.—Mrs. M. D. H., Bedminster, Somerset.

Story prevails that great clock at St. James's Palace has stopped at moment of death of last three Sovereigns. It is untrue.

"The Defence Rests!"

I WAS present at a police court the other day when the Bench asked a defendant for evidence of character.

He put a local police inspector in the witness-box, but the officer, somewhat indignantly, denied knowledge of him.

"That, gentlemen," said the prisoner, "is my evidence of respectability. I have lived here for fifteen years and the police have never heard of me."—H. Berne, St. Mary's, Bedford.

As reader heads his letter "Acquitted," a happy sequel is presumed.

Bath Victims

I WORK in a large telephone exchange and have many calls for doctors.

Help is most commonly sought for children scalded in water. Mothers fill the bath with boiling water, are suddenly called away, and, on returning, immerse a little one—forgetting that the water has not been cooled.—Miss M. McGee, Broomloan Road, Glasgow, S.W.1.

Children's baths should always be set by pouring in the cold water first.

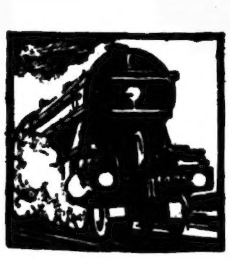
Write to "John Bull" About It

We invite readers to write to us about any subject of public interest, keeping us in touch with the world as they see it.

Letters should be as brief, forceful and topical as may be.

Half a guinea will be paid for each letter published. Envelopes, marked "Letter Bag," should be addressed to "John Bull," 93, Long Acre, London, W.C.2.

THE HUMAN MACHINE



ONE of the greatest virtues of a railway train is that it goes direct to its destination.

A motor car, on the other hand, is able to wander about the countryside. It's so easy to go down the tempting-looking side road. It's so simple to stop here and there to admire the view, to make a detour to see this and to do the other.

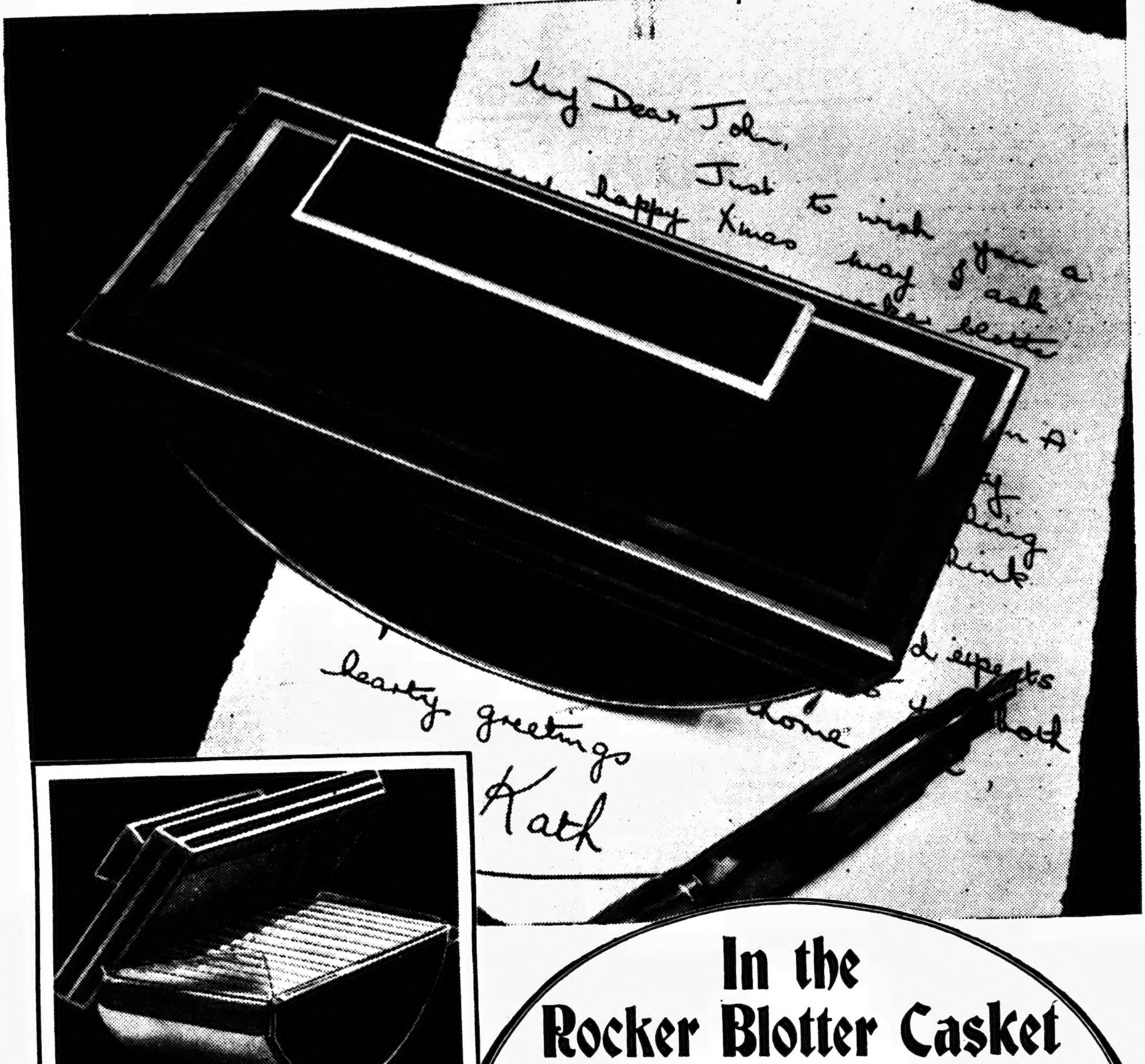
So what? Well, it's a little parable. When we have something to do, somewhere to go, some object to achieve, some aim to accomplish, we can either play trains or motor cars.

We can make either a bee-line to our objective, getting there just as straight and quickly as we can, or we can allow ourselves to amble along, enjoying a diversion here and a detour there, careless of when we arrive, or even if we arrive at all.

No doubt at all that the latter method is the pleasanter of the two. That's why most of us adopt it. But it doesn't produce the certain result of the other method. That's why we should be wiser to adopt that.

Of course it's not so easy to play at being a train. It means concentration of a high order, ability to "stick it," self-denial often to the point of asceticism, clear knowledge not only of the point of departure, but of the point of arrival, the quickest and best route, and the complete abandonment of everything except the making of the journey.

Parables are supposed to be stories with a hidden meaning. This isn't one of those. Its meaning's as clear as the nose on your face!



My Dear John,
Just to wish you a
happy Xmas
may I ask
d expects
done
hearty greetings
Kath

The Craven "A" Rocker Blotter Casket. Contains 75 Cigarettes for 4/6

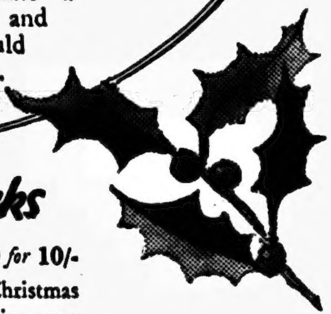
In the Rocker Blotter Casket CRAVEN "A"

make a most acceptable Xmas Gift

Here is a really novel idea for your Christmas presents list — Craven "A" neatly packed in a smart Rocker Blotter Casket! For those of your friends and relations who appreciate a fine quality cigarette — fresh, cool and smooth to the throat — you could not choose a more welcome Gift.

The Season's Greetings
Craven A
A Merry Xmas

NEW CHRISTMAS GREETINGS OUTERS *for everyday packings*



Ready to Post Packs

25 *for* **1/3** **50** *for* **2/6** **100** *for* **5/-** **150** *for* **7/6** **200** *for* **10/-**

Give Craven "A" in one of the new gaily decorated red and silver Christmas Greetings packings. There are sizes to suit every pocket. Just sign your name on the Greetings Card on the back and your gift is ready to post.

CARRERAS LTD. — 150 YEARS' REPUTATION FOR QUALITY

In war no sacrifice was too great; Is peace worth no sacrifice at all?—Tyne Cot, near Ypres, where 12 000 British soldiers have their graves

YOU Can STOP The NEXT WAR!

"ENGINE-DRIVERS and signalmen lost their heads and pulled the wrong levers. *The stokers alone did their work.*" So Lloyd George sums up the situation which led to the catastrophe of 1914, in his final volume of War Memoirs which is just published.

Of course, he himself was one of those panic-stricken engine-drivers and signalmen. But that does not invalidate his conclusion that the war could have been averted had it been made absolutely clear to the Kaiser that Britain would fight Germany if she invaded Belgium.

The same terrible situation faces the world—faces you—as you read these words. Once more the engine-drivers and signalmen have lost their heads and are pulling the wrong levers. Once more the stokers alone are sweating at their work.

You must stop it. Yours is the responsibility. Probably you, and your fellow-men and women—as units of public opinion in the British Commonwealth of Nations—are the only people who can stop it.

★ ☆ ★

You are the most powerful people in the world—because you control the most powerful Government in the world. The issue of war or peace for civilisation lies in your hands *now, at this minute.*

Make no mistake about the horrible urgency of the situation. The League is largely paralysed and wrecked, because the men you sent to represent you there allowed Japan, Germany and Italy to laugh at it, to ignore its decisions, to get away with violence, aggression, treaty-breaking.

Now a German-Japanese agreement, applauded by Italy, and specifically aimed at Russia, increases the immediate danger of terrible war. France and Czecko-Slovakia are bound to Russia by treaties; while the Fascist Powers, led by Germany, plainly wish to isolate her and attack her at their own convenience.

Engine-drivers and signalmen have lost their heads . . . a war that can only destroy civilisation is just around the corner unless you keep yours.

JOHN BULL absolutely rejects all talk of this war being "inevitable." This paper despises scaremongering wholeheartedly. It believes in you, in your power to force your Government to give a new peace lead to the world.

But it must remind you how dangerous the situation has grown.

Here is the problem: How can you stop the stokers feeding the fires of hate and war? How can you force the engine-drivers and signalmen to slow down and prevent the collision which they are now rushing on with folded hands?

Let us look at this thing practically, not shirking the issue with pious hopes, but realising that unless we do solve it bombs may very well rain on our homes next year, killing us all without discrimination for age, or sex, or wealth.

Remember that peace is the first thing. Without assured peace there is no progress, no hope for the Distressed Areas, for the unemployed, for increased social services, for higher wages—no hope for you and your neighbours.

Now what can we do to stop the drift to war? Is it any good trying to awaken the peoples of Germany, Italy and Japan to the real facts of the case, to show them that they have nothing to gain but everything to lose by the policy of their leaders?

No good at all. Your appeals would never reach them. In Fascist lands the Press is muzzled, freedom of speech banned, the mails closely scrutinised. Even if you evaded all these censorships, common-sense would not touch the reason of most Germans, Italians or Japanese.

The common people in these countries have been so drugged and hypnotised by the propaganda of dictatorships that reason means nothing.

A very large part of them believe in war as the glorious adventure, the national tonic it is made out to them each day in speeches, articles and on the radio.

★ ☆ ★

The only way is for you first to call your own engine-drivers and signalmen back to their senses. Mr. Baldwin, Mr. Eden, with their colleagues and supporters, Mr. Attlee and the Opposition M.P.s must be the immediate objects of your attack. Most of them are already bewitched by this "inevitability of war."

In private they already gloomily discuss dates beyond which war cannot be postponed. They dare not do so publicly yet—because of you.

Force them to change their tune. You elect them, you pay them, you are their controllers. If you want anything fiercely enough, they will give it to you. Remember how you brought down Sir Samuel Hoare from the Foreign Office—and let them sneak him back to the Admiralty because you didn't worry to stop them.

Through a hundred thousand organisations, churches, clubs, schools, public meetings, associations, chambers of commerce, trade unions, professional associations, as well as by individual action, you can let Parliament know your anger at this war talk, your absolute desire for peace.

Don't be put off by non-committal, twisting answers from your own M.P. Tackle him squarely; will he give you a pledge to work and vote for peace honestly and straightforwardly? That is the only question that matters.

How can he do so? By urging on your Government the necessity for a plain statement on war and peace to the world now, at once, by Christmastide.

★ ☆ ★

Your Government must say to the nations: We are all drifting faster and faster into war. We are all preparing for war. It is no use all of us claiming we are in the right and the rest are in the wrong. We are reasonable human beings. We must stop it. We must get together to prevent a catastrophe which will certainly wreck our civilisation, whatever else it does.

That is all very well. More pious words, sneer the warmongers. But your Government must back up its words by action. It must call the nations together in order to fashion some new instrument of international security, with which, perhaps, what remains sound of the old League could be joined later.

And, in advance, your Government must pledge the whole resources of the British Commonwealth of Nations, its riches, its armed forces and its moral prestige, to such an effort for peace.

Perhaps even this effort to recall the engine-drivers and signalmen to their senses would fail. If it did, there would be little more for you to do but await the slaughter. But if it failed it would be your fault, because you were not ready to give up enough for peace.

In war no sacrifice was too great for you. JOHN BULL asks you to-day: Is peace worth no sacrifice at all?

Straight From the Shoulder

MAKING THEM FIT TO BE EMIGRANTS!

Secrets Behind Drive For Physical "Jerks"

SCHEMES for renewed emigration to the Dominions, especially to Australia and New Zealand, are being circulated among Ministers.

These schemes, as well as anxiety to raise the physical standard of recruits, lie behind the recent tour of Germany and Scandinavia by ten experts from the Board of Education, investigating local systems of physical training for youth.

* * *

Malcolm MacDonald, Dominions Secretary, recently obtained power to spend more millions on Empire settlement. "Down under" they are beginning to feel that some young men and women from the Old Country would be useful—so long as the Old Country sends them out, and looks after them financially if they don't make their own way.

* * *

But, Malcolm thinks, it is no use sending out weeds and weaklings. Hence the passion for physical "jerks." Of course, a dodge like this would be very useful to a Government which has failed supremely in its duty of finding jobs for lads leaving school and their sisters.

Man To Watch

Lord Burghley, once Britain's crack hurdler, is mentioned as the future "Minister of Physical Fitness" in connection with the scheme.

Watch for the Premier's announcement. He asked M.P.s to be patient. The Dominions and the dictators are watching too.

Moscow's Worry

Not only Moscow needs to worry about the anti-Red pact between Germany and Japan. Still worse for all Europe is the secret military pact which Moscow alleges has been made by those two militaristic nations. For it must inevitably spur on the mad armaments race.

Let's hope, however, it will also spur on those who are willing to revive the League of Nations.

Hitler may think that with Japan's help he can tackle Russia. Well, the Kaiser had similar ideas in 1914!

How We Stand

To meet his foreseen danger, Stalin has established a special Far Eastern army of a million men, thus leaving his huge general forces to deal with any German attack.

How does the new pact directly affect us? A German-Japanese war against Russia would not necessarily involve us. But if Hitler carries out his life ambition of "reckoning" with France—about which we told you last week—we could not possibly keep out.

Spanish Treasures

And, despite the non-intervention policy, even Tory Whitehall would hate to see Spain divided between Hitler and Musso.

For what little Adolf particularly wants from that country is its rich supplies of mercury, so essential for munitions, and which he can't afford to buy in sufficient quantities. In a word, he means business.

Grievance

When blind folk grow old, need little comforts more than ever, the kindly State docks their pay.

You see, title to a pension under the Blind Persons Act, 1920, doesn't debar a person from getting also any pension to which he may be entitled under the Contributory Pensions Act up to the age of seventy.

After that age he is only eligible to receive *one* pension. So thousands have to lose their blind pension at seventy.

Stupid—and cruel.

Lord Burghley when he was Britain's champion hurdler. He may become our "Minister of Physical Fitness"

Breather For Jerry

Red-hot news!

Kingsley Wood tells us that "steps are about to be taken to end the jerry-building scandal."

We're glad to hear it, of course. But we remember him saying the very same thing more than a year ago, following our exposure of the disgrace. Meanwhile, Jerry still breathes and chuckles.

Trust Kingsley Wood to give us red-hot news.

Justice Goes Wrong

We break a lance with Mr. Justice Goddard. "A blot on the law that I can only give you two years' hard labour," he says to a man found guilty of an offence against a woman and who has previous convictions for indecent offences.

What you should have said, Mr. Justice Goddard, is that it's a blot on the law that such sexual maniacs cannot be sentenced to the psychological treatment they obviously need.

Our Prison Spas

Prisons get plenty of criticism. The good they do is apt to be overlooked.

Mrs. Bliss, sent to jail last June, appeared last week before the General Medical Council, was struck off the register. Her friends were astounded in the differences prison had made to her appearance.

Not, as you might expect, for the worst. They say she looked ten years younger, was slimmer, more robust, complexion improved.

But we don't advise you to try burglary if you feel run down.

Dangerous Milk

The Institute for Dairying has discovered that a disturbingly high proportion of pasteurising plants in this country are producing improperly pasteurised milk.

Thirty-seven per cent. of samples tested have been found wrong, and even much of the milk supplied to school-children is contaminated.

Drastic measures are needed!

Paid Coronation Holidays: State Lead At Last

COUNCIL employees throughout the land "may" have a day's holiday with pay to celebrate the Coronation. Poor people "may" have extra relief.

It is up to the ratepayers to see that the "may" becomes "must," for the Ministry of Health has given local authorities power to spend the money, and a broad hint that the Coronation should be a national celebration.

This is a little step in the right direction, but it should be remembered that 75 out of every 100 British workers are denied annual holidays with pay.

State employees and public servants have paid holidays as a right. All the nation's servants expect that from us as a duty.

Shop Blackmail

Charity is supposed to spring from the heart. Many of Britain's million retailers think it is often filched from the pocket.

Some charities—genuine ones—ask them to give on every conceivable occasion. If they don't, and their biggest rival does, it looks bad for them.

Situation has reached such a pass that a lot of traders bitterly call it blackmail. And blackmail it is.

Baby For Sale

Scandalous? We'd like to say something stronger to Mr. Albert T. Sear, who offers his two-year-old son for sale, price £150.

His reasons—out of work, home sold, wife run away, afraid he won't be able to feed and clothe the boy properly.

We understand his difficulty. But thousands of poor parents have faced and overcome similar problems. Besides, must he *sell* the child?

Thousand Don't Count

No one need get excited because a thousand Church of England parsons want the Establishment to submit itself to Rome.

They accept Papal infallibility and, indeed, all the Roman claims, but they are a little hurt because the Pope doesn't agree that their orders are valid.

And these men don't matter very much. Most of their churches are empty, they find little favour with either Romans or non-Romans.

Naughty Methodists

Which reminds us that Mr. J. A. Kensit is very angry with a section of Methodists who have in their chapels communion tables with lighted candles.

To us it's pathetic that religious folk should quarrel as to whether candles should be lighted or unlighted while there is still a teeming population in the slums, tens of thousands of men and women are being broken by unemployment, and half the nation is underfed.

M.P.s Cheer

Another of our demands looks like being granted. A Bill to avoid sentencing a woman to death for the murder of her child in cases where it is unlikely that the sentence will be carried out—this is a measure we have long wanted.

M.P.s cheer its introduction. When the shouting and the tumult dies they should pass it into law in double-quick time, for there have been six cases of the kind within the last few months.

He Knows

O wise and upright judge! Mr. Justice Luxmoore decides that pneumatic drills boring holes in concrete under people's windows constitute "a serious annoyance." Trouble is, few of us can afford to go to the High Court to get the annoyance suppressed.

Query: What has happened to those "improved silent drills" we have read about for years?

Back-Door Conscription

We believe in the Territorial Army. We don't believe in the queer methods Duff Cooper is using to get recruits.

Here is what his second-in-command, Lord Strathcona, is telling meetings of employers throughout the country:

"The mere fact that it is known throughout a particular business that those at the head of it encourage men to join the Territorials, *and that such men are looked on with a more favourable eye than their colleagues*, is very often of as great value as any more material advantage that can be offered."

Shape Of Things To Come

That sort of favouritism is going to get very near to conscription if we're not careful.

"No jobs at this factory unless you join the Territorials" may soon be the notice outside the gates.

And do you wonder now why we so often slam little Duff Cooper and his ambitious boys?

Big City Plot

Weeks ago JOHN BULL revealed plans, in the City and on Wall Street, to secure for Hitler the big international loan he so desperately needs to bolster up the cracking German economy.

Now things are coming to a head.

On one side, City bankers closely associated with Montagu Norman, the Bank of England dictator, are urging him to press upon the Government his well-known pro-German sympathies.

Who's Right?

For Mr. Norman holds the curious belief that the stronger Germany is financially the less likelihood there is of Nazi aggression.

On the other side, a group of influential folk are backing pro-French Sir Robert Vansittart, of the Foreign Office. Sir Robert thinks that the more money Germany can get, the more she will spend on arms.

Pretty obvious who is right!

Clean Up

You'll be glad to hear that the sweating associated with the making of Christmas novelties has been cleaned up by the Trade Board which fixes wages for the industry. But toys made by sweated labour still come from abroad.

Moral: Buy British when choosing toys and fancy goods.

Common-sense Wanted

Within three months of school-leaving age, a boy described as "promising, satisfactory in conduct and obedient," has been ordered at London Sessions to an approved school. Why?

Irregular school attendance!

His father away, mother ill, one of a family of eight (eldest aged sixteen, youngest a month-old baby), this boy went to work even during the school holidays. Of course he should be educated. But should he be imprisoned?

CHRISTMAS—A WARNING

CHRISTMAS fare is going to be a little dearer; not a lot, but a penny a pound or so on some commodities from the Disturbed Areas of Spain and Palestine.

Don't blame the grocer or the fruiterer, but don't be deceived into paying fancy prices.

Traders are in the dark about turkeys. The weather forecast will settle their price.

QUEEN VICTORIA Looks At 1936

I HAD forgotten that the television programme from the Alexandra Palace concluded at 10 o'clock when I switched on last night. It was getting on for midnight, and I know that I set the dials correctly, although the room was lighted only by the dying fire; so that I cannot explain what happened.

There has been considerable outcry about the quality of the television broadcasting, and the Editor of JOHN BULL had told me to borrow a set, look-in for myself, and report.

As I said—I switched on. The ground-glass panel of the instrument suddenly shone in the dusky room like molten metal. Dimmed. Was as suddenly filled with a picture brilliant in its details as a scene reflected in the view-finder of a camera.

An old lady wearing a widow's cap sat at a table covered with a tassel-fringed cloth. In a gilded chair. She was small and stout, and in a voluminous dress of shining satin and black lace. A tremendous cameo bracelet encircled a plump white arm. Big oil lamp on the table; open album before her. Behind her, vaguely, the vastness of a great apartment.

I knew that heavy, authoritative face—light and rather prominent eyes: I had seen them a thousand times on coin and stamp, and in portrait. It did not need the respectful address of someone I could not see to tell me that it was Queen Victoria.

"You agree, then, Ma'am?" asked the unseen speaker. How unctuous and rich a voice it was that wakened the vibrations of the microphone!

"I am all for it!" answered Majesty in clear tones of decision.

"I fear that I've gathered very little news, Ma'am," said the mellow voice. "You will know all about this defence panic?"

"We have again been taught a great lesson, but it is never valued," she replied. "The Army and Navy should never be allowed to fall to such a low level that one is suddenly and hastily compelled to undertake great expenditure. True economy consists in always being ready. The conduct of the Government in this business is perfectly miserable. I feel much aggrieved and annoyed."

She thought of the misdeeds of past Ministries and added, "I was never listened to, or my advice followed. All I foretold invariably happened, and what I urged was done too late. The War Office wants a great deal of sweeping, and so does the Admiralty."

"Rush to arms is going to cost a pretty penny, Ma'am. There'll be fresh taxation. Bound to be!"

She tapped her fingers irritably on the album. I could hear it.

"I sincerely hope the increase in taxation will not fall upon the working-classes." She paused and spoke with a certain grim authority. "I am much distressed by all I have heard and read lately of the deplorable condition of the homes of the poor in our great towns. I cannot but think that there are questions of less importance than this which are under discussion, and might wait till one involving the very existence of thousands—nay, millions—has been fully considered by the Government."

"I see, by the way, that the Labour people are repudiating that fellow Cripps who said that the defeat of England in a war with Germany would not be a bad thing for the working-classes."

She was royally and furiously angry.

"I am utterly disgusted with his stump oratory—so unworthy of his position!" she declared. Her mind swung back to the pleasant land she remembered in her youth. "Alas! poor Germany, I am wretched about her. It is too wicked to do what they have done. Reaction and a return to all that tyranny and oppression is the cry and the principle! Papers and books being seized and prohibited! They are bent on a return to the oldest times of government!"

She shook her head so that the long white streamers of her widow's cap shivered. She was thinking of the Prince Consort's loved Rosenau, and the little dukedoms—full of Christmas trees and fairy tales—swept away by war, and greed, and revolution.

"I hate politics," she said a little fiercely. "I grow daily to dislike them more and more!"

"Some daring fellow in the Commons the other day suggested that a tax should be put on ladies' face powder!" said the other, choosing a lighter topic.

Majesty was frankly amused. There was a twinkle in her eye as she asked very gravely: "Where is chivalry and delicacy of feeling to be found in these days among many of the Members of Parliament?"

"Women don't ask for quite the same chivalrous treatment today as they used," pleaded Unctuous Voice, and surged into a disquisition on the Spanish Revolution, concluding, "And armed bands of women are actually fighting with rifle and bayonet in the trenches."

She disapproved, and disapproved strongly.

"My poor feeble sex," she said bitterly, "is forgetting every sense of womanly feeling and propriety. They ought to get a good whipping. It is a subject which makes me so furious that I cannot contain myself. God created men and women different—then let them remain each in their own position. Woman would become the most hateful, heartless and disgusting of human beings were she allowed to unsex herself, and where would be the protection which man was intended to give the weaker sex? It is mad and utterly demoralising to place woman in the same position as man."

The unseen man swam into safer regions of to-day's news.

"The Court of Claims is now sitting to deal with matters affecting the Coronation of your great-grandson, Ma'am!"

The old eyes closed. She looked back—to nearly a hundred years!—to the Abbey scene when the Crown of England had been placed upon her girlish head. She spoke in broken sentences:

"The proudest day of my life. . . . The Archbishop put the Ring on the wrong finger, and the consequence was that I had the greatest difficulty to take it off again—which I did at last with great pain. The Crown hurt me a good deal. . . . I felt a little tired on my feet."

"Everyone is talking about this new motion-picture, Ma'am—'Green Pastures,' in which the Almighty is represented as an old negro preacher!"

Her Majesty was obviously shaken. "Not the sort of religious performance which I like. This sensational style of excitement is not, I think, wholesome for the mind or heart. Though there may be many instances where it does good."

There was a flaw in the reception at this point: the voices faded out from the loudspeaker, and the screen was riven by flashes of light. Only momentary. The Queen was leaning forward listening intently, when the interruption ceased, to a scathing account of modern life, from bottle-parties to greyhound racing and the prevalence of late hours.

"It is dreadful to see how we are going downhill," she said. "Society is too bad now. Some stop should be put to it. . . . Races have become so bad of late, and the connection with them has ruined so many young men, and broken the hearts thereby of so many fond and kind parents."

She did not approve late hours in the home—for the sake of the servants. "It was my original intention to see that the smoking-room at Balmoral was always closed at 12, as well as that 11 o'clock should be the time for leaving the drawing-room. The servants feel these late hours very much, and I must say it is a bad thing for them."

"Consideration for the servants—there you have it, Ma'am! The servant problem is one of the most pressing the middle-class housewife has to deal with. It wouldn't be so pressing if people to-day dealt with their maids kindly."

"I was taught from the first to beg my maid's pardon for any naughtiness or rudeness towards her; a feeling I have ever retained, and think everyone should own their fault in a kind way to anyone, if one has been rude to or injured them by word or deed. Especially those below you. . . ."

Without warning the scene suddenly faded from the screen, and though I turned all my knobs for half an hour I could not recapture that transmission from some other plane in time and space. W. W.

These opinions of Queen Victoria are from her diaries, letters and recorded conversation. The phraseology is unchanged, and the only alterations minor ones for the sake of brevity.

EXCLUSIVE INFORMATIONS—DIRECTED BY SIR WYNDHAM CHILDS

MYSTERY ADVENTURE SHIP DISCLOSURES

CONSTANTLY colourful publicity is given in the newspapers to some picturesque, amateur high seas adventure.

Stories are printed of people—tired of ordinary, everyday life—who mean to attempt a voyage of discovery—searching for happiness and fortune—to the other side of the world.

The statements and writings of the self-constituted leaders are taken at their surface value. No one appears to enquire closely into the good faith of the promoters or investigate the practicability of their project.

Yet in most cases the schemes are frankly ridiculous, and with others there is a financial side of an undesirable, speculative nature.

* * *

One expedition which has attracted considerable newspaper attention is that of the old Brixham trawler *Antelope*, which for the best part of a whole year lay at Plymouth preparing to sail with a novice crew around the world.

During the early summer the *Antelope* was on the point of departure week after week, but always at the last moment there was some hitch to cause delay.

Eventually she did leave Plymouth Sound at the beginning of September. The brave little *Antelope*, with her muster of intrepid adventurers, was away at last. "The ship was cheered; the harbour cleared. . . ."

Just as far as Falmouth—less than a day's sea journey of easy sailing—did the *Antelope* travel. That was in September. At the end of November the little vessel is still at Falmouth.

In view of this splendid achievement it is rather interesting to study the structure of this *Antelope* enterprise.

Promoter and chief of the expedition is a Mr. Jack Bruce Kellock, formerly of "White Knobs," Caterham, Surrey, the sole director of the private company with the attractive name of "Horizon Hunters, Ltd.," which owns the *Antelope*.

"Horizon Hunters, Ltd.," was formed in June of last year, with a capital of £100, to carry on business as film producers in all parts of the world and as owners of all classes of vessels.

The office of the company is in a typewriting bureau in Fleet Street, London, which is used simply as an address for the receipt of letters.

Before he became a deep-sea adventurer, John B. Kellock played different parts.

He has been garage and hotel proprietor, in addition to having an interest in another film concern.

Having conceived in an imaginative moment the idea of pulling up his stakes in this country, John B. Kellock advertised for supporters:

"South Seas. Fifty-tonner. Shortly leaving for film and fishing cruise, requires additional crew. Total expenses, £250 each. Profit anticipated."

A number of young men handed over this amount of money to be allowed to join the ship. Mr. Kellock was even prepared to recruit young women for the trip, so long as they had the necessary £250. His wife and his sister-in-law are among the crew of the trawler.

"What this voyage means to us," declared Mr. Kellock on the supposed eve of his departure, "you may realise from the fact that we have all put our savings into the project and have put our lives as landsmen behind us.

"There is only one sailor among the eleven of us, and he has a master's ticket. None of the rest has ever been to sea except as a passenger."

Although considerable sums of money were passed to Mr. Kellock and "Horizon Hunters, Ltd.," the expedition was never on a strong financial basis.

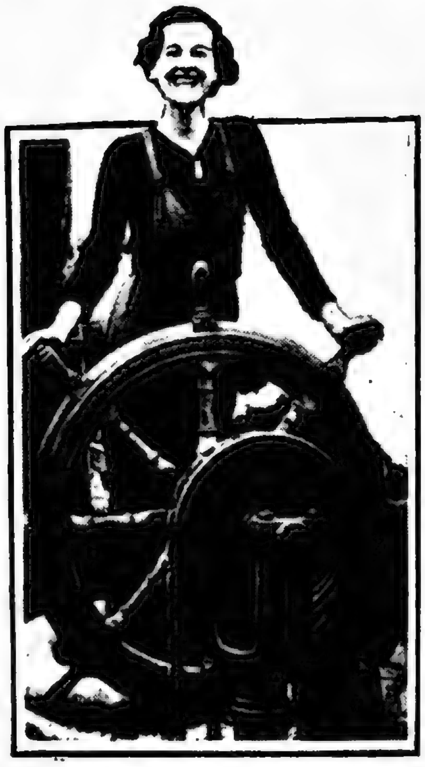
* * *

Business firms at Plymouth with whom the leader had dealings met difficulty in securing the payment for work done. Debts accumulated.

Then the adventure ship sailed—for **Falmouth!**

The further progress of this amazing expedition will be watched with a good deal of interest.

But the parties who deserve particular sympathy are those young men who handed good money to Mr. Kellock, anticipating an exciting voyage round the world, "profit anticipated," and are still quietly in harbour.



Mrs. Bruce Kellock at the wheel of the "Antelope"

Captain Quack

A PRETENTIOUS quack, one whose activities are to be condemned, is Captain J. Phillips, of Colne Road, Huddersfield.

Although he claims that he is an ex-Army physical training instructor, we fail to appreciate how this fits him to deal with patients suffering from chronic disorders.

"No matter how long you have suffered, or how many medicines you have swallowed," says Phillips, "Energi Brand Nerve Food will speedily put you on the road to a new health."

Whatever the health-giving value of this particular food, our main concern is that this man, who possesses no medical qualifications, is prepared to treat serious ailments by correspondence.

In a booklet with the inspiring title "Thou Shalt Not be Ill!" he enlarges on his methods of ensuring health by natural means.

"If you find the job too difficult, if you become disheartened through long suffering, if it seems beyond your own power, please write me," says Phillips.

"Let me help you. It is what I live for. Every day I am successfully treating such disorders as rheumatism, asthma, and every form of nervous disorder."

Although he boasts that his fees are extremely moderate, we suggest that persons suffering from ill-health will find the fees of the nearest doctor much cheaper, and they will have the advantage of receiving skilled medical advice.

In treating illness by correspondence, Phillips writes himself down as a quack of the most dangerous kind.

Sufferers should think twice before entrusting themselves to his care.

CRUEL FRAUDS on THE SICK

CRUEL frauds on the sick are being practised by an individual named R. S. Elms, of Fernwood Crescent, Whetstone, Middlesex, who undertakes the treatment of grave ailments, though he has no medical qualifications.

His victims are for the most part found among women suffering from nervous diseases, rheumatism and arthritis, all of which he professes to cure.

With impressive professional mannerisms, Elms undertakes intimate examinations, flourishes a stethoscope, charges 7s. 6d. a visit, and demands much higher fees for special treatment or advice.

To sustain his bluff, he prescribes rare medicines, which he declares must be obtained from Paris and Vienna.

One of his misguided women patients, in Woodford, Essex, was charged six guineas for some very "special" medicine he said must be brought by air from the Continent.

He confidently promised a cure, but she is no better.

Another woman, who has paid Elms more than one hundred pounds for his unqualified treatment, is still suffering from grave heart trouble, while a third has lost the sight of one eye.

It is monstrous that unqualified individuals should be able to prey upon invalids, who are thus deterred from securing proper medical treatment that may be urgently required.

The worst feature of this man's medical activities is that he is in the habit of administering hypodermic injections to his trusting "patients."

In one case, where he was thus treating a patient by injections, he spoke impressively of the experiments he has conducted upon animals in order to secure the right serum!

The patient concerned, like the others, paid the sham doctor heavy fees, yet she is now unable to walk.

This mischievous practitioner must be stopped. Far from being the medical genius he would have his patients believe, he is just a chemist's assistant, carrying on his "cure-all" business as a sideline from his private address.

Scandalous Remand Home

REMAND homes for young people awaiting trial we have often shown to be the most likely places to breed resentment and a spirit of lawlessness.

Not long ago we dealt with Middlesbrough. Now Cardiff speaks with the authority of two of its leading citizens.

Previous complaints led to a Home Office enquiry, but there is strong feeling that the report has either been lost or ignored.

The Home Secretary can speedily end this scandal, which is now so clearly condemned by Mr. W. J. Williams, Cardiff's Education Officer.

His indictment on the Cathays Remand Home, made before the City Education Office, is:

"One thing demands immediate attention, and that is the separation of boys under fourteen years of age from boys over fourteen years of age.

"Things have happened and many of you would be surprised to hear of what goes on in this remand home."

No one, apparently, has challenged this statement, no one denies the accuracy and the gravity of the charge made by the responsible official.

If Mr. Williams requires a witness to his statements, he has it in the words of Ald. F. Harold Turnbull, Chairman of the City Finance Committee, who has denounced conditions at the remand home in scathing terms.

People in the Cathays district are now whispering, and only prompt action by the Home Office can stop the whispers and remedy the evil.

The police are blameless. Within the limit of their powers they have tried to make the boys in the home happy and comfortable during their stay.

Alderman F. Harold Turnbull

The root of the evil is that the building is inadequate for its purpose. Boys of different age groups should be separated, but to do so requires proper accommodation.

At present the title "Remand Home" is grotesque, for the "home" consists of a few rooms behind Cathays police station.

Six months ago the Home Office set up an enquiry into remand facilities in the Cardiff area. The Corporation and adjoining local authorities sent representatives to a conference.

Cardiff was prepared to co-operate in a scheme for improving facilities in the area, but the other local authorities, not having any pressing need for change, could not agree.

Now that the Home Office has these challenging statements by two of Cardiff's leading citizens, it may act to remove a social sore.

WATCH HIM!

W. J. BALLARD, that notorious homework specialist who snatches fees from ambitious men and women seeking spare-time employment, has changed his address.

He is now at York House, 12, Hambrook Road, South Norwood, London; but he is still advertising for dupes with offers of £5 weekly for homework. Keep him on your blacklist!

Our postmen's loads are heavy enough without the effusions of chain-letter pests

CHRISTMAS POST PESTS

WITH the approach of the Christmas holidays, most people are eager to add a few pounds to the family purse. So the "chain-letter" craze has been revived—on a business footing.

Swansea residents are receiving copies of a chain-letter, containing the usual good wishes, and five names and addresses, with instructions on how to be certain of good luck.

In the old scheme five copies of the letter were asked to be made and sent to friends, leaving out the name on the top of the list, and adding the sender's name and address at the bottom.

But the new version asks you to send a sixpenny postal order to the person named on the top of the list.

The only way in which this new "chain-letter" menace can be prevented from spreading is by the public itself ignoring any letters that it may receive.

Oil Gush for MUGS

"ONE hundred and fifty dollars invested now may mean a fortune" is the slogan that was used by Canadian Oil Fields, Ltd., of Toronto, when this concern was seeking to attract investors in this country.

"Would you like to be financially independent?" is a question that was put to potential buyers of shares.

At Huthwaite, near Nottingham, there lives a widow whose mother was persuaded to take up a block of shares in this company.

The mother died and the daughter inherited the shares in Canadian Oil Fields Ltd., which was eventually merged into a new company, Canadian Dutch Oils, Ltd., which boasted an authorised capital of ten million dollars.

As no annual balance-sheets were received, the Huthwaite shareholder wrote again and again to the offices of Canadian Dutch Oils, Ltd., Toronto, but nothing happened.

The wells which should have been gushing with oil were as silent as the offices of the company. Doubts, if not fears, were aroused in the minds of investors who had parted with their money.

Eventually the Huthwaite shareholder received a reply—not from the company, but from the wife of a director, who wrote from a private address in Toronto.

"It costs many thousands to drill for oil, and if there is nothing there it is just that must waste," naively wrote this director's wife. "It is a heartbreaking job."

But it is still more heartbreaking for those investors who were persuaded to provide the capital.

Canon Condemns A Hospital

Canon Gowing (centre) officiating at a civic service at Southend

SOUTHEND, the resort which spends thousands of pounds on illuminations to attract visitors, can apparently find little money to house tuberculosis patients in suitable hospital accommodation.

These unfortunate sufferers are, in fact, housed in a depressing corrugated iron hut, known as the "Iron Block," which has been in use since 1919.

Recently the Mayor and Corporation of Southend, complete with official regalia and mace-bearer, attended the annual civic service at the seventh-century church at Prittlewell.

With a rustle of robes, and a faint clanking of chains of office, the Mayor and Corporation settled down to enjoy the sermon.

But the complacency of officialdom was rudely disturbed when Canon E. N. Gowing, the Rural Dean, launched an attack on the Corporation.

"Do you think it fair," asked Canon Gowing from the pulpit, "to those people who suffer from tuberculosis that in a great community like ours we should allow them to suffer and be ministered to in an iron hut, which I would not have as a boys' club room?

"Here are men being ministered to in an iron hut, and we are spending thousands of pounds on illuminations to attract people to the borough."

Not surprising that the congregation exchanged uneasy glances at this outspokenness!

Canon Gowing had, in fact, put his finger on a sore place. He added that he had no objection to the town's illuminations, but again emphasised the fact that the iron hut at the municipal hospital was a matter of urgent importance. True, the walls are lined with matchboarding, but that does not make it a cheerful place for patients who are seriously ill.

There is no central heating, but in the middle of the ward is a slow-combustion stove. The whole setting of the "Iron Block," with its section for women patients, is drab and drear.

We had intended to publish a picture of the iron hut, but when a representative instructed by us attempted to photograph the building permission was refused by officials at the hospital.

★ ★ ★

Doctors and nurses do everything possible for the patients, but there can be little doubt that the work of healing is carried on under great difficulties.

That the Ministry of Health in its wisdom should have approved the "Iron Block" does not make the building and conditions there any less depressing.

It is intended that the proposed extension of the Municipal Hospital shall include special accommodation for cases of tuberculosis—an improvement which is many years overdue.

We are glad that Canon Gowing has publicly condemned this scandal at Southend's Municipal Hospital. Such outspokenness on the part of the Church is as rare as it is welcome.

But Southend is not the only famous resort where hospital service has aroused outspoken criticism. At Poole, which adjoins Bournemouth, the Alderney Hospital has been attacked by Councillor Miss C H. Patterson, who, having nursing experience, knows what she is talking about. Miss Patterson says that this hospital has been a disgrace for many years.

When the recent outbreak of typhoid fever swept the town, "there was not a single building in which the temperature or ventilation could be regulated, or that was waterproof."

We agree with Lord Shaftesbury, who commented, "One sometimes wonders how a Corporation like Poole finds the money for new offices, when alongside the municipal building such a state of affairs as this exists."

There can be little doubt that hospital conditions in some of our wealthiest holiday resorts are a disgrace.

Parkhurst: the Isle of Wight's grim prison

PARKHURST UNREST: THE TRUTH

PARKHURST prison, the scene of recent disturbances and the subject of questions in Parliament, is suffering from a Dartmoor mutiny legacy.

After the mutiny certain law-breakers who were given additional heavy sentences were transferred to Parkhurst in the Isle of Wight.

Since then there have been repeated disturbances.

Recurring trouble has thus led to more vigorous punishment for minor prison offences, and it is this stricter enforcement of discipline which led to the recent incidents, though they have by no means been serious enough to merit the rumours of a general threat of mutiny.

Before and during King George's Jubilee last May many convicts expected remission of sentences. When this hope was dashed, they adopted a defiant attitude and refused in a body to go to the prison chapel to hear the broadcast of the Jubilee ceremonial in London.

Though the county police force totals only 75 men—and there are 550 convicts in the prison, there are military barracks near by with a nominal complement of about 300.

The two recent escapades on the roof were by a convict who has threatened to have vengeance on the Governor for what he considers harsh treatment.

This man slipped away from a working party and reached the Governor's office, armed with a garden fork.

Fortunately, the Governor was not there, but the convict chased clerks out of the rooms above, smashed office furniture, and then climbed on the roof. Here he smashed the prison clock and prized off slates which he hurled at the officers in the yard below. After about an hour he descended of his own accord to surrender.

★ ★ ★

More recently still this same man suddenly broke away during exercise.

He again clambered to the roof and once more carried out a bombardment with slates, eventually surrendering.

One by one the men from Dartmoor have been distributed to other prisons.

The last was taken away a few days ago, guarded by five officers His destination is kept strictly secret.

HOPEFUL Herbert

A MAN whose burning zeal to help literary aspirants almost brings tears to our eyes has been active recently in forming Manuscript, Ltd., a company with registered offices at Great Portland Street, and another office at Marsham Street, London.

Sheltering under the wing of this company is the Manuscript Club, an organisation which literary aspirants are invited to join by paying a subscription of 10s. a year.

The organiser of this scheme is Mr. Thomas Arthur Herbert, a barrister.

A literary woman who lives at Dagenham was recently attracted by an advertisement of the Manuscript Club, and after an interview with Mr. Herbert agreed to organise a local branch.

Mr. Herbert was enthusiastic, and proposed that club premises should be opened, and that concerts should be arranged at which the lyrics and other work of members should be performed.

Unfortunately, Mr. Herbert's enthusiasm petered out when it came to the question of renting premises as a club-room and paying for printing for the Dagenham branch.

Actually, his precious Manuscript Club is but a variation of the old idea of extracting fees from literary aspirants by flattering them that their work is worth publishing.

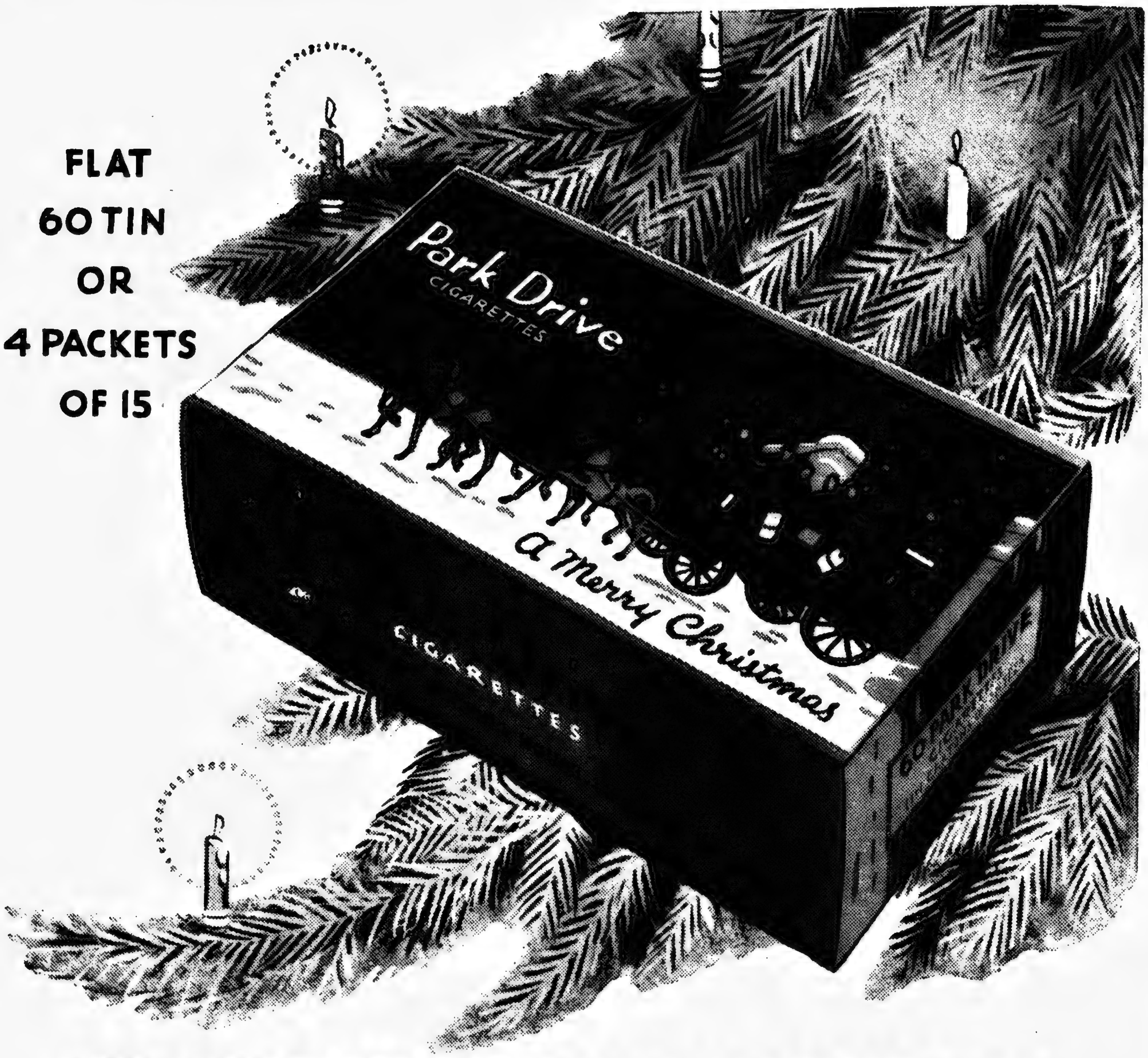
He prints some of their work in an eight-page magazine, "The Manuscript." The quality of the contents may be judged by a soul-stirring lyric which appears in the first issue, and begins:

"She's not much to look at, she doesn't dress smart.
But she's run her own speedway right into my heart."

We remember that this same Mr. Herbert once opened an office in Chancery Lane, London, which he called "The General Secretariat." His idea then was to provide secretarial training.

Scores of disillusioned young people parted with fees ranging from 2s. 6d. to five guineas.

Eventually the London County Council, which had granted him a licence to carry on an employment agency, received complaints and later revoked the licence because Herbert was officially considered an unsuitable person to hold a licence, and that his agency was improperly conducted


Park Drive
CIGARETTES
A Merry Christmas
CIGARETTES
60 PARK DRIVE

FLAT
60 TIN
OR
4 PACKETS
OF 15

IN CHRISTMAS PACKINGS

PARK DRIVE

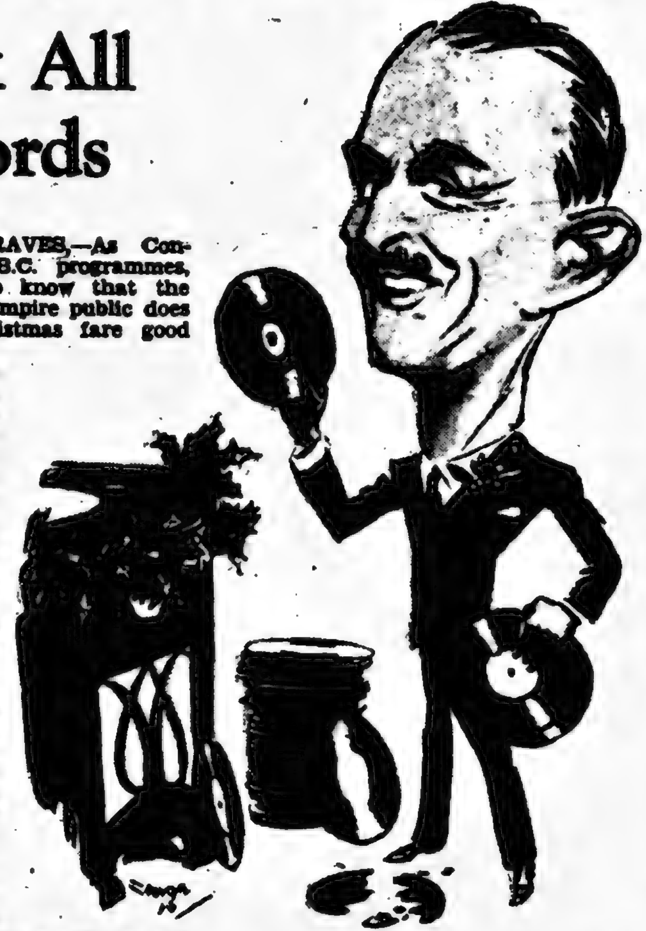
60 FOR 2/-

PLAIN CORK TIP

CANDID COMMUNICATIONS

Change Your Christmas Tune, B.B.C!

Break All Records



Be bright and break all records, Mr. Graves

DEAR MR. GRAVES,—As Controller of B.B.C. programmes, you ought to know that the British and Empire public does not think your Christmas fare good enough.

The King could not broadcast. He intends to do so at the Coronation. Yet you could find no substitute, and out of the vast resources of your organisation produce, in place of a royal broadcast, a few gramophone records of orchestral music.

You have even omitted the radio pantomime.

Sometimes I wonder what you would do without gramophone records, and it might not be a bad thing for you to try, as an experiment, just one week without them.

"Round the Empire" was one of your star turns in past years, with carols, religious services, and all the other features that are inseparable from Christmas.

You are to do a "Round the Empire" feature at the Coronation, and fear that it would clash with a Christmas broadcast on the same lines.

But the whole entertainment world is in the same position and has to provide two programmes, one at Christmas and the other at the Coronation, on a purely commercial basis.

Think it over, Mr. Graves. You have no competition, you have no shareholders, and if you do not declare a dividend in cash you can distribute a very generous bonus over the air to a public that is willing to overlook a lot provided you satisfy it on big occasions.

Millions of listeners are disappointed. Have you tried to imagine the thrill it gives to those who do the humdrum but vitally important tasks to hear Canada, Australia, New Zealand and South Africa calling?

Christmas is the people's festival, for it centres in the home. Try, Mr. Graves, to see what can be done to make the Empire family look forward to happy hours from the B.B.C.

Come down from your stronghold in Portland Place and ask a few hundred ordinary men and women what they want from you.

There would be no indignity in doing that. All progressive organisations catering for the public are constantly sounding opinion, finding out what it wants—and supplying it.

If you consult your public now, even though time is short, you can still arrange a programme that will make me think that Santa Claus lives at Portland Place.

Don't let us have to wait till Boxing Day to laugh. We know our religious duty. You need not remind us. Get on with the other part of your job.

JOHN BULL.

Sir W. JOWITT, K.C.,
Former Attorney-General

DEAR SIR WILLIAM,—Congratulations on being re-admitted to membership of the Labour Party. Expelled in 1932 for loyalty to Mr. Ramsay MacDonald, you were the first of his followers to see the hollowness of the "National" Government.

You then appeared on Labour platforms and made it clear that you had the courage of your opinions. For the future good luck—and no regrets.

JOHN BULL.

Mr. R. GIBSON, M.P.,
Victor of Greenock By-Election

DEAR SIR,—By winning back Greenock for Labour you have surprised the Government. After the narrow squeak of Preston, this comes as a further prod in the neck for a Cabinet which had begun to feel that popular clamour over the Black Areas was dying.

Once Baldwin changed his tactics because of a by-election at Fulham. If Labour can wake up and organise a few more victories like yours at Greenock,

Rats Or Children First?

Lonely Ladies' Friend

it would stir our complacent Premier from a non-runner into a self-starter.

JOHN BULL.

CHRISTCHURCH BENCH,
Makers of Puzzles

GENTLEMEN,—Thomas Fisher, of Spicer Street, Christchurch, charged with keeping dogs without a licence, said he used them to defend his children against attacks by rats. Fisher is unemployed.

A police superintendent said that Fisher spoke the truth. The dogs have been destroyed, but not the rats. There was no fine, but your Chairman said: "Don't let this sort of thing happen again or there will be trouble."

Trouble for whom? The dogs, the rats, or the unemployed man who wants to defend his children? JOHN BULL.

Sir KINGSLEY WOOD,
Minister of Health

DEAR SIR KINGSLEY,—Who said the Circumlocution Office was dead?

Teddington Council, having sold a cinema site for £1,350, thought it might spend £300 on equipment for a children's playground. Now, after weeks of probably most intensive thought, your Ministry has decreed that the Council must do nothing so simple and direct, but must borrow money for the purpose.

Perhaps you can tell me what prompted this ridiculous decision—red-tapism or sheer stupidity? JOHN BULL.

Mayor T. MAYCOCK,
Town Hall, Richmond

DEAR SIR,—It is generous of you to propose spending the surplus of the Richmond Mayor's "Christmas Shilling Fund" on some town in the Black Areas.

Richmond Conservatives chose you, a Labour man, as Mayor. To hundreds of children you will be Father Christmas.

JOHN BULL.

Mr. ERNEST BROWN,
Minister of Labour

DEAR MR. BROWN,—Down in comfortable Bournemouth you delivered a speech on prosperity which you would not have dared to make in any of the Black Areas.

You said: "There is no need to worry for two years. Employment is going up and up."

What is going to happen at the end of two years? Is the world coming to an end, or will you and your colleagues by that time have thought of some plan to wipe out the stain of the hungry and workless? JOHN BULL.

Mr. F. S. T. A. E. PECKHAM,
Lonely Ladies' Friend

DEAR "TED,"—What a boon you are to lonely ladies willing to pay well for "slim, tall, athletic social escorts." They must be good dancers and good talkers and must be graduates of Oxford or Cambridge or be members of the peerage or landed gentry.

All this for £2 a night and expenses, with overtime after midnight. And only two nights' work a week—"to prevent them turning into gigolos" What a boon you are, Ted! JOHN BULL.

Lady MOUNT TEMPLE,
Broadlands, Hants

YOUR LADYSHIP,—A coming and quick going of servants from your town and country houses, you say, has made you desperate. Fiercely you chide working-class mothers for failing to educate their daughters to a standard which would remove your worries.

And now you want training centres opened—at the taxpayers' expense, of course—to provide you with servants. Your temerity overwhelms.

JOHN BULL.

Sir ARCHIBALD HENRY CAMPBELL,
Chairman, Stock Exchange Committee

DEAR SIR ARCHIBALD,—Your committee's intention to compile a list of "outside" brokers should do something towards clearing up the "bucketeers."

True, only an Act of Parliament can give the drastic powers needed to prevent "bucket shops" from gulling and robbing unwary investors.

In anticipating the enquiry just appointed by Mr. Runciman you are making sure that when you approve an outside broker he can be relied upon, and that the penalty for dishonesty is removal from the list. JOHN BULL.

ME AT THE MEAT SHOW

By A Very Special Investigator

"I REPEAT, Mr. Chamberlain, I do not like being milked so much. . . ."

The lean cow broke off abruptly and, rolling her eyes, she made for the milking-stool on which Mr. Chamberlain sat. The poor man, startled out of his wits, got up and backed away so hurriedly that he dropped his despatch-box and nearly kicked the bucket.

"I consider that a grave error of taste," he said a moment later as he got up and removed a large clod of earth from his mouth.

It was, you must agree, a strange situation. Here was I in Smithfield trying to find out something to tell you about the Smithfield Cattle Show which opens on Monday, when suddenly I came upon this distressing scene of a subversive cow trying to bite the very hand that milked her.

And the nonsense that cow talked! Or was it just the taxpayers inside her speaking? "If only, Mr. Chamberlain," she went on aggressively, "I had more grass to eat I could give you more milk, but you are so busy milking me that you never let the grass grow under your feet!"

"Consider, good cow, consider!" replied Mr. Chamberlain in such a soothing, reasonable voice. "We have passed, good cow, as I believe I have told you before, from Bleak House to Great Expectations. There is plenty of good grass coming. Pastures are just round the corner. Let me milk you for just a *little* longer and I can promise you that soon you shall eat not only grass but . . ."

And then, would you believe it, the ungrateful cow interrupted this lovely passage with a kick which overturned the milk-bucket. But she might have spared herself the energy, for the bucket was quite empty.

"Talking cows are new to me," I said to myself as I hastened to put a distance between myself and this unedifying scene, "though I suppose if there can be talking mongooses—mongeese, I mean—"

Just then I saw Sir John Reith. On a very long string he led a muzzled mongoose.

"But why such a long string?" I asked, daring to approach the great man.

"Well," he explained, "I gave it an inch and it took an ell."

"An ell?" I queried.

"It took it an 'ell of a time to stop talking. That's why I've muzzled it. *It knows too much!*"

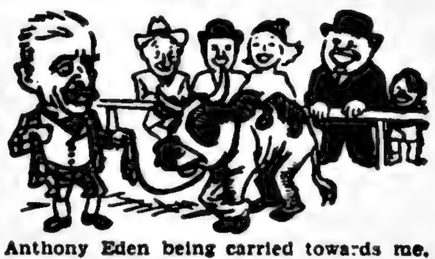
"D'you know Lambert?" I asked roguishly.

"Lambert who?" Sir John replied sternly.

"Lambert none of your sauce," I said gaily as the mongoose gave me an appreciative wink. Sir John stalked off with dignity.

* * *

I had just decided that I had found out enough to tell you about the Cattle Show when who should I see but Mr.



Anthony Eden being carried towards me, perched most precariously on the horns of a dilemma.

"I don't know what to do. I don't know what to do," he wailed

"Well, Mr. Eden," I said very respectful-like, "I've always looked up to you."

"I don't want to be looked up to," he wailed. "It's not comfortable up here. I want to get down."

"Well, they *do* say, Mr. Eden: Take the bull by the horns."

"But it isn't a bull, my man," snapped Mr. Eden pettishly. "It's a dilemma."

"Oh, if that's all it is," I said, "it's easy. Call a conference. If the horns have stuck into—er—into you at all," I added sympathetically, "you could make yourself chairman of the Standing Committee."

And then, do you know, a vulgar little devil of impudence took hold of me. "Knock, knock," I said, though I know I oughtn't to have said it.

"Who's there?" he replied testily.

"Eden."

"Eden who, pray?"

"'E dunno where 'e are!"

As I took to my heels I heard him calling after me: "I'll complain to Mussolini about you. You see if I don't."

But so far I'm still here.

Caught every cold that was going . . .

Now—not a cold this winter—because he gets enough

'PROTECTIVE FOOD'

Frequent colds are a danger sign. They show that the resistance of the body is too low to ward off prevailing ills. What is the cause? Search for it in your diet! You eat good food, and plenty; but do you get enough of the 'protective foods'? Many people don't in winter.

What 'Protective Foods' are

'Protective foods' are the foods that maintain the 'tone' of the system and enable it to resist disease. They are foods rich in *minerals and vitamins.* These are the 'protective' elements in foodstuffs, and they are essential to the health of every cell of the body. Everybody's diet contains some protective foods—milk, eggs, vegetables, fruit—but few people get enough, especially in winter. The foods, too, are often poor in their 'protective' elements at this season.

How to make sure you get enough

A daily safeguard against shortage of minerals and vitamins may save you many ills. Take Bourn-vita—it's the surest and the simplest. Bourn-vita is a delicious combination of fresh, full-cream milk, new-laid eggs, chocolate and barley malt. These ingredients supply your system with essential protective elements — calcium, phosphorus, and iron, the vitamins A, B and D, necessary to guard your well-being and maintain a healthy resistance to infection.

MINERALS VITAMINS DIASTASE

Cadbury's

BOURN-VITA

THE PROTECTIVE FOOD

9D per ½ lb. full weight

JB

Shopping for Health means

SHREDDED WHEAT

SHREDDED WHEAT
ONE DOZEN
SHREDDED WHEAT

● Women with children at school and with husbands or sons whose work compels them to face all weathers, know how true this is. For Shredded Wheat is crammed full of Nature's richest and most perfect form of nourishment that fortifies and strengthens the system and provides that precious inner warmth so needed in winter! And not only do you shop for Health when you buy Shredded Wheat. You shop for Enjoyment and Economy, too. For everyone delights in the delicious wheaten flavour of Shredded Wheat and every woman finds it a boon in saving time and work in the kitchen. This is because Shredded Wheat needs no cooking and is always ready to serve, hot or cold, as sweet or savoury. You, too, should make Shredded Wheat a regular household order.

THE BIGGEST PACKET OF FOOD-VALUE AND HEALTH-VALUE IN THE SHOPS TO-DAY

JB

JOHN DRINKWATER'S Intimate Diary

The KING Thrills His People

"These journeys of the King are much more than the perfunctory performance of an official duty." His Majesty chatting with unemployed ex-Servicemen

FOLLOWING his visit to South Wales, which has already set the country talking with renewed purpose, the King is to make a two-day tour of the industrial districts of South Staffordshire. Specific arrangements have been made for the few hours that he will be in Birmingham, and representative activities of the Black Country will be seen at Darlaston, Oldbury, West Bromwich and Smethwick.

But, in accordance with his custom, the King otherwise has made only a provisional programme of his movements. He remains as free as possible to see what may seem most instructive to see at the time.

For, let there be no miscalculation about it, these journeys of the King are much more than the perfunctory performance of official duty. They are undertaken at His Majesty's own initiative in a determination to ascertain all that he can as to the conditions in which all classes of his subjects are living.

Those conditions over wide areas, as he knows from personal experience, are damnable. In the Black Country and its great metropolis he will find things better than they are in South Wales. Trade is recovering, unemployment is falling, and the fighting Brummagem spirit is showing with the old pugnacity that it refuses to be beaten.

This is all very well as far as it goes, but it is a grave mistake to suppose that it goes anything like all the way. In the midst of relative recovery a great deal of acute distress remains, and many thousands of these Midland people are still living well below any reasonably decent standard.

This the King will see, and he will doubtless express himself as plainly about it as he did in South Wales.

☆ ★ ☆

That such words, coming deliberately from the Head of the State, will have an effect on public action I have not the least doubt. I see that this view has been severely reprimanded in certain quarters as associating the King with political issues.

I fail entirely to see the point. What has fundamental and, let it be added, curable human misery to do with Party politics in a narrow sense? And if the welfare of the King's poorest people is not his business, what in the name of sanity is?

In fact, this kind of social problem is strictly and constitutionally within the King's personal province, and it is the sphere in which he can perform the greatest of his many potential public services.

The King's action in South Wales and the knowledge that he means to go on as he has begun have thrilled the nation. Nothing could add a fairer lustre to his Coronation year, or give greater satisfaction to the Sovereign himself, than some basic improvement in conditions that have now been a national disgrace for the best part of a generation. Something has always been going to be done about it. Something, indeed, has been done, but nothing of anything like imaginative sufficiency.

We hear a lot these days about industrial recovery in this country and the restoration of confidence. Good. There is, in such circumstances, no insuperable reason why every willing worker in the land should not be in employment at a fair living wage. The King believes that, and he will press his point.

The King is no stranger to the South Staffordshire Midlands. As Prince of Wales he was several times the guest of his friend the Earl of Dudley at Himley Hall.

☆ ★ ☆

In recent years Birmingham itself has lost its uniformity of political colour, but in its heart it is still loyal to the memory of Joseph Chamberlain, whose family now for two long generations has been so closely associated with the Crown.

The King may recall that the great Unionist was the last Minister in attendance on Queen Victoria when she was nearing the close of her life. At the hour of her death her bedside clock was stopped, and King Edward VII. afterwards sent it to Joseph Chamberlain as a keepsake. It is now in Sir Austen's possession.

South Wales, the Black Country, and now, I see, the King has decided to visit Tyneside in February, covering a wide area of the North-East. Every such announcement is another signal.

On Saturday, December 12, after his return from Birmingham, the King has promised to open the rebuilt People's Palace in the Mile End Road. This means some curtailment of his week-end rest, but here again an appeal from the workers was not to be disregarded. The King is indefatigably a worker himself.

Yet another instance of the King's concern for the harder-driven of his people is his promised patronage of a three-day festival being organised for next March by the Shoreditch Housing Association. Now that the Court is out of mourning, His Majesty receives countless requests for such patronage, of which it is impossible for him to grant more than a small proportion.

He gives personal consideration to them all, however, and when this one came before him he told a member of his staff that the claim of people living in slums for better housing was irresistible.

An exhibition, to be called "Shakespeare Down the Ages," commemorating the poet's association with Shoreditch, will be opened by the Duchess of Gloucester, and I hear that the King intends to see it himself, if possible.

In his speech from the Throne at the opening of Parliament, the King said that he "hoped" to visit India after the Coronation. The hope is now shaping to definite plans, though it is unlikely that it will materialise until towards the end of next year.

It is expected that the King will then go direct to Delhi, where a series of receptions will culminate in the Durbar proclaiming His Majesty crowned King-Emperor.

During King George's reign Queen Mary made a practice of receiving the ladies of foreign representatives accredited to the Court of St. James'. I understand that, at her son's request, Her Majesty will continue to hold these receptions, one of which has already taken place at Marlborough House.

The King has recently been discussing next season's Courts and Levees with the Lord Chamberlain.

Last season the number of presentations was much curtailed by Court mourning, and in the pressure of Coronation events it is unlikely that the King will be able to hold more than four Courts during the coming Spring and Summer.

☆ ★ ☆

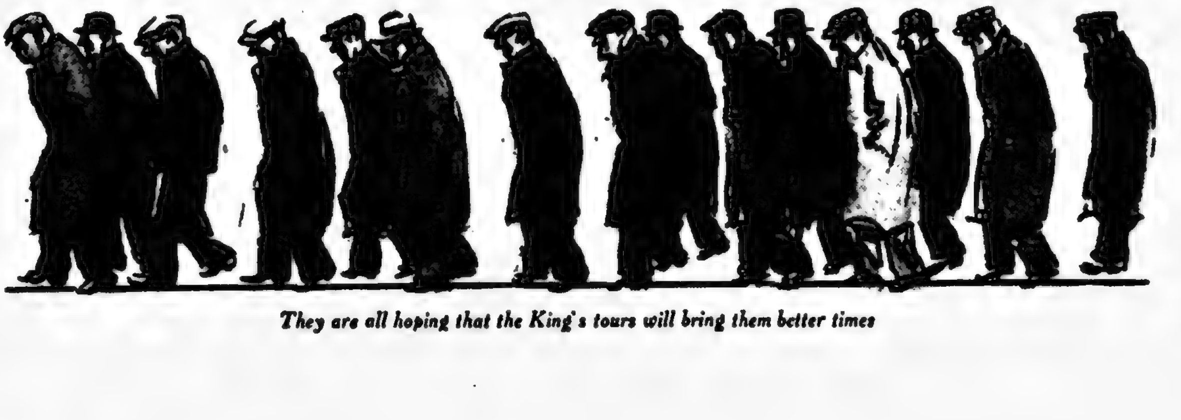
Competition for presentation at Court during Coronation year will be unusually keen, and the lists will perplex even the unruffled staff of the Lord Chamberlain's office. The King has given instructions that as far as possible preference shall be given to applicants who were disappointed last season.

In reorganising the Royal Mews for the accommodation of his cars, the King's staff found a number of long obsolete vehicles. Among these were carriages used by Queen Victoria, including her pony bath-chair. No one seemed to know what to do with them. It was even suggested that they should be sold.

On being consulted, the King, observing that they were of historic interest, offered them to South Kensington Museum, where they will take their place in a fascinating collection of such survivals that is too little known to visitors.

Like thousands of his subjects who have been no great professors with bat or ball, the King is following the fortunes of the M.C.C. team in Australia with keen enthusiasm. Being King of Australia no less than King of England, he is—by cable and wireless—presumably an impartial spectator, though I suspect that like the rest of us, he has been somewhat jarred by early failures of the mother country.

Special arrangements have been made to keep him informed of progress in the first Test Match. It is only of late that the King has taken any great interest in cricket, but now the charm of the game has captured him. Whatever happens in the Tests, at least he will not want Australia to win without being driven all the way home by Allen and his men.



They are all hoping that the King's tours will bring them better times

AFRIKANDER
HONEY DEW

The balanced blend

As sweet as the Honey,
As cool as the Dew,
As fragrant as only
Afrikander . . .

Afrikander
HONEY DEW

AN 9D OZ

Made by the makers of the famous Afrikander Mixture, Flake and Shag, selling at 8d. an oz.

A GRAND TONIC

Restores Youthful VIGOUR

'LIVE' Yeast is *LIFE*. . . .

PHILLIPS Tonic Yeast is 'LIVE' Yeast, absolutely pure and free from drugs. It ensures perfect assimilation of food and is a Natural Remedy for . . . .

INDIGESTION
NERVES
RHEUMATISM
NEURITIS
BLOOD & SKIN

A Life-giving Tonic that restores VIGOUR and VITALITY to Men and Women of all ages; it builds up a reserve of strength to resist illness of every kind and makes you feel happier, more energetic and BETTER IN EVERY WAY.

FAMILY SIZE 150 TABLETS 3/-	50 TABLETS 1/3	VEST POCKET OR HANDBAG SIZE .... 20 TABLETS 6d

From all Chemists. Ask for PHILLIPS TONIC YEAST—Always say PHILLIPS then you get the REAL THING.

Phillips
TONIC YEAST
is *LIFE ITSELF*

MAKE-UP WILL NOT HIDE IMPERFECT SKIN!

CREAMS and powder will only partially disguise a blemished skin. The only perfect base for make-up is a charming, spotless skin. D.D.D. Brand Prescription is a sure remedy for enlarged pores, spots, pimples, as well as for disfiguring Eczema, Rashes, Blackheads, Chilblains, or other skin troubles. A few drops of this marvellous preparation gives instant relief. Buy a 1/3 bottle to-day at your chemist.

SPECIAL FREE OFFER

Send a postcard to-day for a liberal sample bottle of D.D.D. Prescription to D.D.D. Laboratories, M.N. 5, Fleet Lane, London, E.C.4

D.D.D.
BRAND
PRESCRIPTION
BANISHES SKIN TROUBLES

TEST CRICKET Debunked

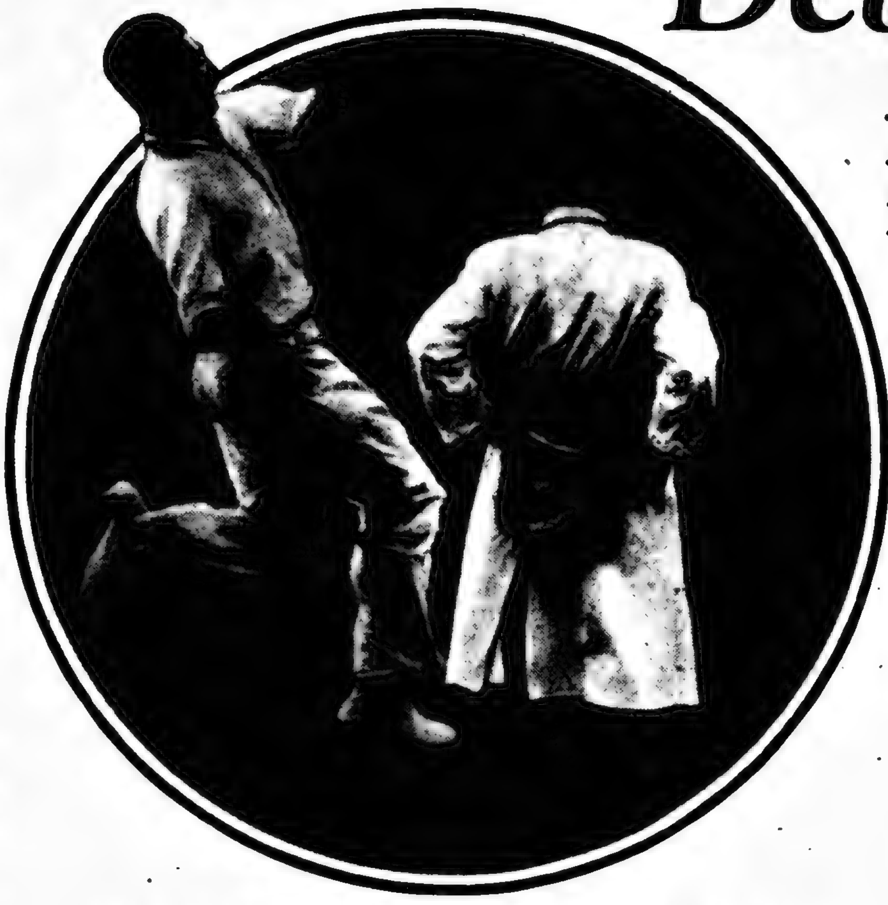
By Hannen Swaffer

ALREADY, while the first Test Match is being played, the English tour in Australia proves that Sport does more harm between peoples than it does good. This time, *some* of the Truth is coming out earlier than usual.

During the last tour all sorts of highly paid sporting journalists went to Australia and carefully secreted from us the row over body-line bowling. They did not tell us that Larwood and other leading players were booed in the streets merely because Australia was being beaten, for, if England had not won, Larwood's bowling would have caused no trouble of any kind. It was no fiercer than Australian bowling, in the past, has been here.

I am perfectly satisfied that if Larwood were breaking even the spirit of the rules Jardine would have stopped him. But all the trouble in Australia was kept a secret from the English public until the team got home again.

This time Tich Freeman has unconsciously caused a row. He wrote, in the *Kent Messenger* last August, an article suggesting that Farnes, the Essex amateur, had bowled dangerously against Kent. This aroused no bother when it was published. But now it has been taken up and screamed about in the Australian Press.


"Are our men to be battered by Farnes?" the Australians write, at their old trick of beating England by propaganda. Here is Farnes in action

* *

"Are our men to be battered about by Farnes?" they write.

All the old Australian tricks of beating England by Press propaganda before a match is played are being used again. The "tumult and the shouting" start.

And is it by a coincidence that Tich Freeman, a bowler almost unequalled, has been summarily dismissed by Kent? His old club refuses to say that his article is the reason for his being sacked. But the man-in-the-street draws his own conclusion.

Although Freeman carried Kent's bowling on his back for nearly twenty years, he was allowed to find out that he had been sacked by reading it in a newspaper!

Now, as Larwood was stopped from playing against Australia during their last English tour—even J. H. Thomas, you remember, intervened, and the phrase "Grave imperial reasons" was used—it may reasonably happen that G. O. Allen, the Australian-born Middlesex amateur who captains the English side, will not allow Farnes to bowl full speed in the Test Matches. If he does, the barrackers will get busy. Then there will be another row.

Already they are saying that Voce, the Nottingham fast bowler, who is Larwood's great pal, will not be allowed to bowl his leg-theory stuff in Australia. If Larwood's leg-theory made all the row, dare they risk another one over Voce?

Why was Larwood left out of the side? He is the best fast bowler in England. If we cannot send our best bowlers merely because they will annoy the barrackers, why do we play cricket at all?

Outside Lord's there is a most gentlemanly plaque, done in the best Old School Tie manner, showing nicely ironed flannelled fools at the wickets and not too muddied oafs at the gate.

"Play the game!" is carved on it. "Play up! Play up, and Play the Game!"

Yes, but they mustn't play up too much. Their Old School Ties must not get out of place. The creases in their trousers must not be ruffled. The Empire can hang together in a great war, but not in a cricket match.

What the devil is it all about? Why cannot we send the best team to Australia and beat them, or try to beat them, how we like, so long as we play inside the rules? And English teams always do that.

Why isn't the country told the truth about the way English cricketers get treated by Australian crowds? Australia knows—and boasts of it.

People do not realise it, but cricket in Australia is a business. Yes, and more and more it is becoming one in England.

The M.C.C. feared that, if Larwood were chosen last time, the Australia team would not complete its tour, and, as the counties depend largely for their income on the Test Matches, well, Australia had to be placated.

England, I fear, is beaten this time before she starts. So lacking in interest have been the first games, because of our bad play, that the takings are down £6,000 already, as compared with the last tour.

Then, if we win too much, the regular Australian gates suffer. Down Under, cricket depends, financially, to a great extent on Test Match victories—for the Australians.

* *

The Sheffield Shield matches between the Australian States, which draw big gates, are few in number. Distances are so vast. Travelling expenses are so high. Therefore it needs a winning Australian team to draw the great gates necessary if the game is to be kept alive.

Cricket in Australia is a huge vested interest which depends on Australia winning in Australia. So passions run high, and the newspapers and the public stress every point which may give Australia a better chance of victory.

And the bunk of it all is that, while some of our players are "Gentlemen" and some are "Players," all the Australians are "Gentlemen," and yet they are all professionals! They are all paid in Australia. Yet they are all considered amateurs. And these "amateurs" are paid more than our pros are.

Already, the English team is half crippled. Down Under the wickets are harder. Batting is more dangerous than it is here. Running takes more out of you. Fielding is more difficult. Every time a cricketer goes in to bat, a fast ball may come up at any moment and cause a sprain or a broken finger. When it happens to us, it is thought fair. When one of our bowlers bowls a bumping ball they shout "Get off!"

We send out teams that are not trained for the hardships of an Australian tour. The Australians are used to it.

* *

The only way to win would be to choose, early, an English team—in May, say—and arrange for it to play, all through a season, against the counties before it sails, training specially, doing preparatory work between the matches. Then the team could go to Australia ready for its big job.

And we should be told the Truth about it all.

"Oh, we won't cable that," say the reporters. "It would cause trouble."

But the trouble is there, all the time. We have got to face it. We should know the Truth. The Australians know it all. Why is it kept from us?

If Farnes did bowl dangerously against Kent, cannot Freeman say so? Has it been denied? What is the Truth about it? Cannot we know?

No. The blah goes on. . . .

★ Politics and You . .

WHY MILK IS DEAR

REGULARLY every morning, often before it is light, roundsmen come rattling their bottles down your street with the breakfast milk. Any one of them, of course, could supply the whole road quite easily.

The reason this doesn't happen is that at present a large number of firms compete for your custom. But it may happen soon if the Government carries out the recommendations of a Committee of Investigation which has just reported.

Many people think competition between dairymen a good thing: keeps quality up, they say, and price down. But they are wrong. The price of milk is fixed. No retailer is now allowed to sell except at the figure laid down.

Milk is like leather. Nothing like it and it can't be beaten. It has enormous food value. Experiments among schoolchildren show remarkable results. It increases their height, weight, vitality. Yet we drink less per head than many other countries.

As a liquid for drinking, it sells at about 3½d. a pint: for manufacturing purposes at an average of no more than 5d. a gallon.

Because of these facts the Milk Marketing Board came into existence. It began operations in October, 1933. Its aim is to improve the quality of production, see that the farmer gets a fair price (between what goes to the retailer and what goes to the manufacturer), increase consumption, and see that the consumer gets a plentiful supply of pure milk at as cheap a rate as possible.

* * *

So far it has not been entirely successful in accomplishing any one of these objects. Production rose last year, but the overwhelming bulk of the surplus went to the manufacturer.

This was bad for the farmer. As he gets so little from the manufacturer he has to get about 1s. 3d. on every gallon sold for drinking in order to even things out. If more milk were drunk and less made into umbrella handles he could take less than the 1s. 3d.

It is also bad for the housewife. It means that she has to pay from 2s. to 2s. 4d. a gallon.

It's far too much, however. Thousands cannot afford it. If milk were cheaper a great deal more would be drunk.

This is why the Reorganisation Commission has made the recommendations it has. It proposes that a stop be put to the system of charging the consumer more to help pay the loss on the surplus sold to the manufacturer, and that, for the future, retailers should be free to charge competitive prices.

This *should* mean cheaper milk in the home. But it will probably mean also that the big dairies will go back to the old process of driving the little man off the streets.

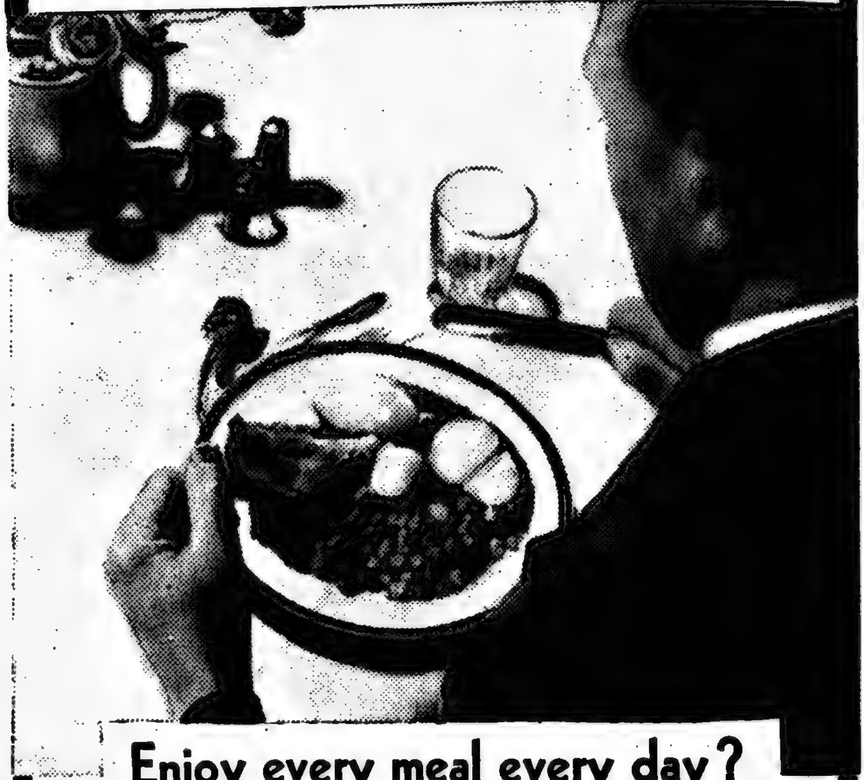
To increase consumption the Commission suggests that the milk-in-schools scheme should be extended in order to provide, under Government subsidy, cheap milk for the most unfortunate. Doubtless it has in mind something along the lines of the scheme now being tried out in the Rhondda Valley. There, expectant and nursing mothers and children are supplied with milk at 2d. a pint.

This is good, of course. But the mass of the people wants work at proper wages. If these and an economical service of distribution were assured the problem of a surplus would be solved. The milk would be drunk all right, never fear.

JOHN
(" This Way Out " of the B.B.C.)
HILTON
joins the
NEWS CHRONICLE

Consult him and read his articles every Tuesday

Can YOU do this ?



Enjoy every meal every day ?

How is it that this man who surprisingly enough is well on the wrong side of forty can eat so well and keep so fit ? His tissues are free from fat-forming poisons. His joints and muscles have yet to feel their first twinge of "rheumatism". He is young in his middle-age because he keeps his system regular — regular as the clock — with Beechams Pills, for ninety years the Golden Rule of Health.

Yes ! —if you keep regular with
BEECHAMS BRAND **PILLS**

Purely Vegetable ... *Worth a Guinea a Box*

SUFFERED AGONY FIVE YEARS
X-RAYED 19 TIMES
Vitadatio
EFFECTS A WONDERFUL RECOVERY

The following letter will give new hope to Stomach Sufferers, despite the failure of other treatments. Extract of letter received from Mr. Percy G. Moore, "Woodford," Rupert Rd., Roby, Liverpool —"I have been one of the worst victims of Stomach trouble for five years. I have had the best advice and been X-rayed 19 times. Night after night I suffered agony, could not sleep, writhing in pain. I tried most remedies without success, until by chance I saw an advertisement for Vitadatio, and sent for a 3/- bottle. It proved such a success that I have now taken six 3/- bottles, and can safely say it is a really wonderful remedy. Before, I could not eat. Food was a dread, a cup of tea would come up in a few minutes. Now, life is worth living. I can eat anything, and go to bed to have a real restful sleep, which is a pleasure, as no one knows the agony I have suffered."

VITADATIO is invaluable for Blood Troubles, Liver, Kidney and Stomach Complaints. Sold by Boots, Timothy Whites and Taylors, Ltd., Chemists Stores. 3/- and 5/- per bottle, post 6d. extra. Special 21/- Export Bottles from VITADATIO No. 121 ARMLEY, LEEDS

Dr. Wernet's Powder For
FALSE TEETH
A Joy To All Users
Cannot Slip or Slide

Sprinkle on Dr. Wernet's Powder and you won't have to think about your false teeth all day long. Joyous comfort is yours. Eat anything you want, it holds plates firmly in place—they positively cannot slip or slide. Forms protective cushion for sensitive gums. Leaves no coloured, gummy substance—keeps mouth fresh, breath pleasant. Quite harmless and cannot upset the stomach. Prescribed by world's most noted dentists. The cost is small—the comfort great. Sold by Chemists everywhere. Post Coupon for free trial sample, which will be sent in plain wrapper. Use unsealed envelope ½d. stamp.

FREE SAMPLE
Name..........
Address..........
....
FASSETT & JOHNSON, Ltd., (Dept. J.B.62),
86, Clerkenwell Road, London, E.C.1.

COME ON, *All You Millionaires!*

BY A. G. GARDINER

I THINK I shall be expressing the feeling of the vast company which it is my privilege to address in these columns if I say, in the loudest tones my pen can command, "Thank you" to Lord Nuffield on account of his latest splendid act of public munificence.

But it is not enough to say "Thank you," in however hearty a voice. The event is so full of suggestion and inspiration that it calls for much more than a mere expression of gratitude. We shall miss its significance if we do not see in it a magnificent example to all who have had the fortune to draw the great prizes from the lucky bag of life.

Consider for a moment the merely romantic satisfaction of the gift.

When Lord Nuffield rose in the solemn congregation of Oxford and announced that since his original gift of £1,250,000 for providing the University with a great school of medical research had been found insufficient he proposed to increase the gift to £2,000,000, his mind must have gone back to that modest bicycle shop hard by New College whence his dazzling career sprang.

THERE are plenty of New College men, still on the right side of fifty, who remember that shop and the modest young mechanic who attended to their wants. Fortune had been unkind to him—or so it seemed. He had wanted to devote his life to the noblest task that science has to offer—that of relieving the suffering of others.

But the fates were against him. And here he was in the midst of his bicycles and his primitive motor cars with his goal for ever unattainable.

Now, thirty years afterwards, he was standing a few yards away from the site of that little shop, in the midst of the great dignitaries of the University, and announcing to their astonished ears the complete equipment of the greatest medical research institution in the world.

It was a triple triumph. It glorified Oxford. It assured incalculable benefits to mankind. And it fulfilled, beyond his wildest hopes, the aspirations of his youth.

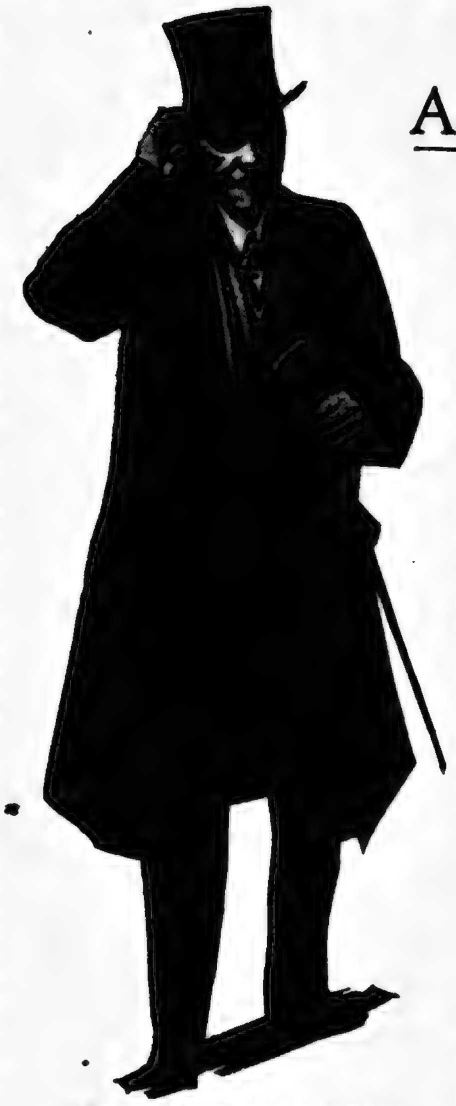
He was not a doctor, it is true; but he stood there the very patron saint of the doctors. From him a new empire of medicine was opened up, a new and world-wide conquest of human suffering was launched.

If that is not romance—a word so shamefully abused in these days—then I do not know what romance signifies.

And we shall misunderstand Lord Nuffield if we do not credit him with the sense that he has got his full' money's-worth for his munificent gift.

I daresay he is proud—who would not be?—that he has filled the world with the name of "Morris" and the purr of the myriad engines that have brought him riches.

But in spending those riches in the disinterested service of humanity he has given the name of "Nuffield" a higher significance than that of "Morris," and has earned a spiritual satisfaction that the mere possession of riches cannot give.


"For really heroic giving we have left the field to the Rockefellers and the Carnegies." Here is John D. Rockefeller, the most famous millionaire in the world

That is the first point I should stress. It needs stressing, for this country has not been so conspicuous in public generosity of this monumental kind that we should permit the present example to pass as if it were a commonplace.

By this I do not mean that the English are close-fisted or lacking in public spirit. Quite the contrary. I doubt whether any people on earth are so responsive to the claims of humanity as the English people are, taken in the bulk.

I DO not know what the total income of the thousands of voluntary institutions that are maintained for the relief or succour of the unfortunate is; but it must be many millions annually.

Apart from the maintenance of such costly services as the hospitals and such voluntary offerings as that of Poppy Day, there are uncountable centres for the health, welfare and education of the necessitous that are kept going by the free-will gifts of the public.

No one can listen on Sunday evenings to the B.B.C. appeals for this, that and the other without the sense of being part of a great and generous people whose hearts and pockets are open to the claims of others. And it is to our credit that this flow of public generosity has suffered no check as the result of the tremendous increase of taxation required for a wholly new standard of social services.

But in spite of this national characteristic, the Magnificent Millionaire is a rare bird in the land—so rare as to make the case of Lord Nuffield a landmark.

There are and have been many splendid givers, of course, families who are famous for their benefactions. But for really heroic giving we have hitherto left the field to America, to the Rockefellers and Carnegies who, whatever fault we have had to find with the way in which they have made money, have been magnificent in their way of spending it.

It is in this respect that Lord Nuffield has put our millionaires on the map of heroic (and cheerful) givers. May his tribe increase!

And there is another respect in which Lord Nuffield's example calls for applause and imitation. We have all, I suppose, toyed with the idea of millions and what we should do with them. I have done so myself, and I only hope I should dispose of them as handsomely in fact as I have done in fancy.

I can only hope it would be so, for I know that not everyone who is generous with phantom millions could be trusted to be generous with realised millions. For that reason I regard the Death Duties which take half the millionaire's hoard on his demise as one of the most just as well as most remunerative features of our taxation.

It would be pleasant to me, if I had space, to develop my own programme for the spending of my phantom millions.

But it is much more to the point to commend the excellent principle which is governing Lord Nuffield's disposal of his actual millions.

It is a task which is not easy. It needs little imagination to conceive the avalanche of appeals, from good, bad and indifferent causes, that descends on him daily. His personal post-bag must take the form of a Pickford's van.

I daresay his staff, which does the sorting out, knows what he would wish to see, and from my slight acquaintance with him and his homely habits, I should expect that he listens-in on Sunday evenings and has his cheque-book handy in case the appeal commends itself to him. He has certainly given, if not indiscriminately, to many and various causes.

BUT in his large-scale giving he has adopted a principle which deserves imitation by the Magnificent Millionaires who, I hope, will follow in his steps.

He has carved out for himself a special territory for intensive culture with his wealth. It is the great battlefield of human life with the foes of that life. That is a noble cause to which to dedicate his millions.

Let other millionaires catch fire with his example and glorify their millions as he has done. There are plenty of other territories where they can stake out claims and become, not merely hoarders of wealth, but Magnificent Millionaires.

★ ***Just a Human Story***

IT'S *the* POOR *that* HELPS

IDRIS DAVIES'S job in life until a few weeks ago was hewing coal. He did it with the best of 'em down the Haford Colliery, a few miles from Wrexham.

His workmates began to feel that hewing had got too much into his blood when they found him stealing away into the woods in his spare time with a broken chisel and a few rusty nails to hew rock. But there it is. There's no accounting for tastes.

But when the huge boulder on which he worked began to take shape, and the beautiful face of "The Lady of the Rocks" began to emerge, those workmates told each other that this lad was an artist, that it was a pity he had to hew coal, and what a shame it was he couldn't have his chance.

They were even more emphatic that he ought to be given an opportunity for proper training when a professional sculptor described it as worthy of an established artist.

The work progressed. "And he *shall* have his chance," they said, when they saw the finished article.

You know how poor they are in the coalfields. Then think over what they did for him:

Every grown man in that colliery gave a shilling, every boy sixpence, to enable Idris Davies to develop his talents as a sculptor at Aberystwyth University. Their welfare fund is making him a £25 a year grant.

Bursting with gratitude, he turned a 25-cwt. stone into a work of art—"The Holy Man"—that will endure for ever on the local recreation ground.

He is attending the University now. Professor Capper is expecting great things of him.

His "Lady of the Rocks" has had to be defaced, because such crowds have been visiting it that the pretty wood in which it was executed was being trodden down. The owner of the wood, however, has insisted on collaborating with pitmen and pit-boys in helping him.

And if you saw the pride in the eyes of the men and boys of Hafod Colliery, heard how they speak of his attainments, you would think he was the son or brother of every one of them.

Did we say they were poor in the coalfields? We meant they were poor in money.

S O S

The number of applications for John Bull's Great Christmas Gift has broken all records. A greatly increased staff is speeding thousands of Writing Sets on their way.

A Free 2s. 9d. Gift Voucher and a Free 7s. 6d. Gift Voucher will be found on page 48. You may accept one or both—which will you have?

Turn to page 48 now. Cut out your Voucher or Vouchers, attach to Gift Coupon and post to-day. Here's your opportunity to put money in your pocket and at the same time solve your Christmas Present Problem. Apply now.

All dressed up for Christmas

Player's Navy Cut Cigarettes
Christmas Greetings
Christmas Greetings
TOBACCO

When the festive season is with us, these colourful Christmas packings fit perfectly into the scheme of things, and whether for gifts or parties "Player's always Please." With the lucky one's name and address added, these special cartons are ready to post.

50s CARD BOX 2/5 100s CARD BOX 4/8
50s TIN 2/6 100s TIN 4/10

100 IN FIVE 20s 4/9½
150 TINS ONLY 7/3

PLAYER'S NAVY CUT CIGARETTES and TOBACCO

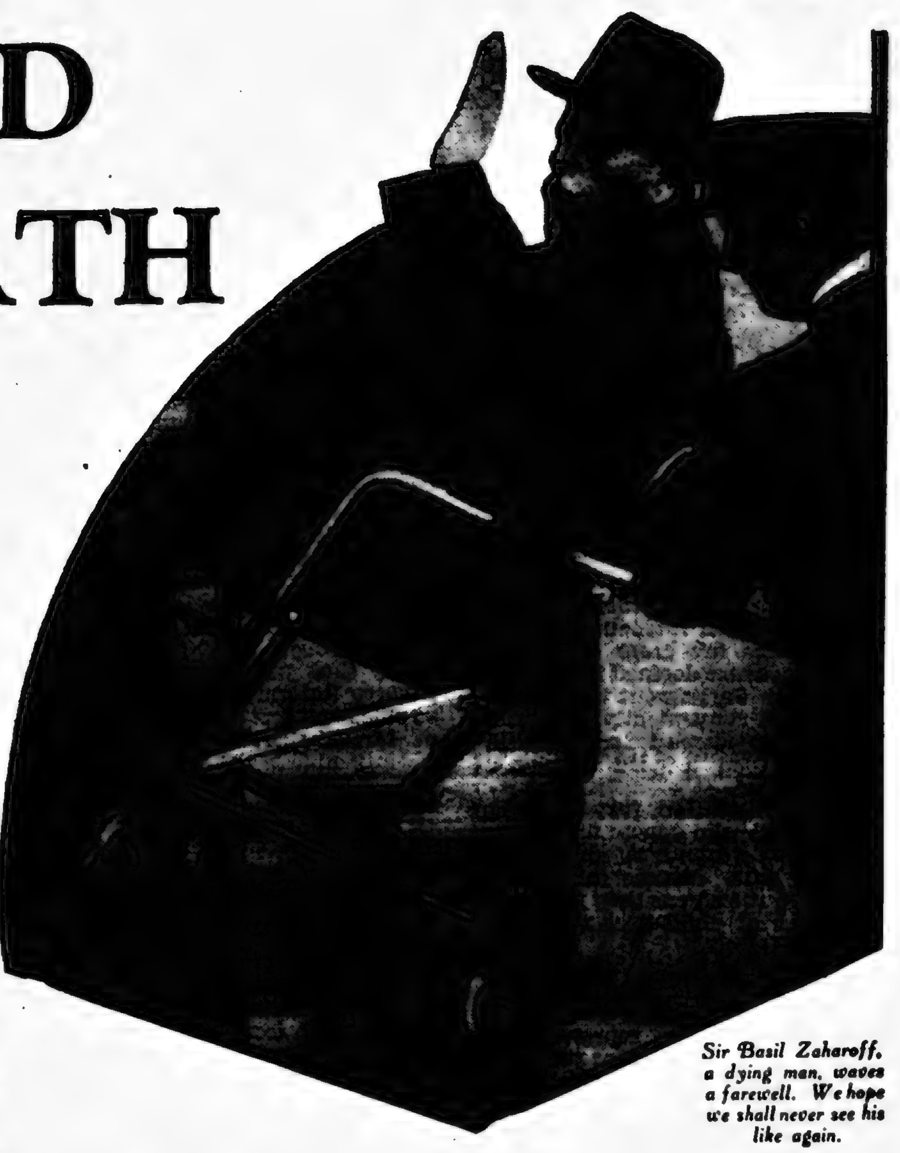
PLAYER'S MEDIUM NAVY CUT TOBACCO 4 OZ. TIN 4/4

Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd.

N.C.C.366B

HE THRIVED ON DEATH

Dark Secrets Of ZAHAROFF



Sir Basil Zaharoff, a dying man, waves a farewell. We hope we shall never see his like again.

ZACHARIAS BASILEIOS ZAHAROFF was probably born in a little village of Asia Minor. He died the other day at Monte Carlo—Sir Basil Zaharoff, G.C.B., G.B.E., a multi-millionaire, the world's Number One Merchant of Death. We shall not—heaven help us!—see his like again.

He prospered on death, by sowing lies and deceit, by fomenting rumours of war so that nation would bid against nation for the weapons he had to sell. He was the first man to "cash in big" when Science turned its attention to making slaughter almost automatic.

Even his start in business was a start in shady business. While quite a lad he became the partner of "one of his uncles" in Constantinople. Young Zaharoff made the firm prosper, but could get no commission out of the senior member of the firm.

Romantic Lies

SO he took his share from the firm's safe. But his uncle was made of the same Zaharoff stuff, and followed the missing funds to London. Here the courts decided for the nephew, who produced the partnership agreement at the right moment. Uncle returned empty to Constantinople.

From this transaction Zaharoff "never looked back." And as he grew rich he took great pains to conceal his origins by romantic lies. In consequence no one really knows where he was born, his proper name, or his correct age. But we can have no doubt about the effect of his impact on Governments and their war chiefs.

The statesmen of pre-war Europe needed someone like Zaharoff. They needed him because they hated and feared each other. He made their hates active by supplying new lines in quick-firing guns, "electric boats" (we now call them submarines).

As a bearded, frail old man, sunning himself at Monte Carlo he might tell you with a shrug of his shoulders that he merely did what any business man does—supplied the market, sold his goods at the best possible prices to both sides indifferently.

Actually, he did much more. He anticipated the market and extended it by making sure that his customers knew each other's secrets. He sold the armament secrets of nations to their rivals—under a strict pledge of secrecy, of course—and then made more millions out of the fear he created.

No worse than Mrs. A scandalising Mrs. B with the usual—"Mind you, I would not breathe it to a soul."

Some say he was once a fireman in Constantinople. He has said so, too. Now a fireman in old Turkey's capital did not always wait for the fire bell to ring, nor was there a salvage corps to save what could be saved.

Some say he was a miser. Some say he was a benefactor. Listen to the tale of one benefaction. Austria, long before the war. The Austro-Hungarian Empire needed guns. "Young Mr. Zaharoff" had a line in quickfirers.

Very good, thought the War Office in Vienna. But had Mr. Zaharoff heard about the Maxim gun. Out in a flash comes the training of the East. Oh, yes, a good gun, a wonderful gun, but that fellow Maxim, answered Zaharoff. Really, he loves making them. Makes them one at a time, almost an artist among armourers.

Sold To Both

YOU see how it works. Maxim turns up next day and they find his gun good, perfect, but he makes so few and they need so many. Maxim gave in and there began the firm of Maxim-Nordenfeldt with Zaharoff as chief salesman.

Next he dealt in submarines.

Peace lovers in all lands should learn this by heart. When Turkey and Greece were glaring at each other, silent Basil sold two submarines to the Turks—still in secret. He told the Greeks about the deal—still in secret. They bought four. Since that day Zaharoff the Greek—or was he a Russian Jew?—has been the model of international arms sellers.

In case the point has not been driven home and there are still some readers who think—"Well, he must have had one redeeming feature"—take this into account.

Gran Chaco, South America, in 1902 was a battlefield because it was also an oilfield. (Not long ago they fought the same war all over again for the same reason—oil.)

Zaharoff arrived, patched up a fake peace between Bolivia and Paraguay, meanwhile selling huge quantities of arms to Bolivia. An English salesman was *not* getting the orders and he found that his rival had bribed all the officials.

Zaharoff was clapped in jail, but the war had begun again and he was mysteriously released.

Said a defender of the liberated man: "Well, it was only a little war. What a fuss, only 16,000 men killed."

He left a trail of terror in South America. After this episode wars and armed revolts broke out wherever he appeared. He left with a million in his pocket.

There is no country that did not suffer from Zaharoff. The period immediately preceding the Great War was his triumph. In Paris he bought two papers. One of them printed a scare story saying that Krupps had bought the Russian Putilov arms factory which was making the famous French 75's under licence with the aid of loans from France.

The lie was denied but the arms race went on, and still rages across Europe.

On the Continent Zaharoff was a salesman. In England he was a technical expert. His tentacles spread everywhere, and he was associated with some of our leading arms factories. He was knighted in 1919, for "public services," because during the war he threw all his huge resources in to help the Allies. His price was aggrandisement for Greece—perhaps the only non-selfish passion of his life.

What manner of man was he? He gave nothing to charity that was not prominently published. He hated Art and artists. You cannot kill a man with a picture!

He mixed romance with business. On one of his trips to Spain he met in the train young, newly wed Duchess de Marchena. She charmed him, and a liaison was formed which lasted until he bought the controlling interest in the Monte Carlo casino for her and installed her like a princess.

She was old then; he was almost senile, but he paid £1,000,000 for his casino, and with it the right to rule over Monaco's nominal ruler, Prince Louis.

Zaharoff's monuments are all over the world: so is his money. Wherever you see a war memorial, you see a tribute to the efficiency of Sir Basil Zaharoff, Knight of the Order of the British Empire, king of arms racketeers, provider of armies and merchant of death.

Pandered To Hate

WE shall never see his like again, for he was too great, too unbearably great a burden for Humanity to carry.

He pandered to men's hates and made them candidates for sudden, premature death.

We shall not see his like again, because we shall not permit the conditions in which he and his kind can prosper. His work was well done. It lives still in the heart of nations, and only time and cool heads and reason can kill it.

In his home, the Hotel de Paris at Monte Carlo, he was guarded as carefully as a gold reserve. On the desk of his otherwise bare workroom he had four beautifully made golden models—a Maxim gun (founder of his fortunes), a siege gun, a flame-thrower and a submarine. This was his life, his art, his . . . We nearly said religion, but that man had none—open or secret.

Contrast his life and works with that of Nobel, who made a fortune from dynamite. Nobel left his money for peace.

Zaharoff living was a menace to all nations. Zaharoff dead is an incentive to peacemakers

---

FUR-COAT *Flat-Trap*

LEARN about the plausible, outspoken (but untruthful) London bookmaker who has a nice little side-line in fur coats.

His name, George Bassett—"owners' and trainers' commissions executed"—of 27, Shaftesbury-avenue; also known—for fur-coat purposes—as Mr. Ivor Davies, 1a, New Oxford-street.

An advertisement appeared in a weekly periodical in the early half of September as under:—

"Ladies' fur coats. Bookmaker has for sale two only, taken for debt; one silver musquash, one squirrel. Both full-length winter pelts of magnificent quality. List price 15 guineas; sacrifice £4. Will send on approval anywhere against cash. Write, Mr. Ivor Davies, 1a, New Oxford-street."

A JOHN BULL reader—a widow who had some small savings—wrote in reply to that offer, and received back an informative communication from George Bassett, of 27, Shaftesbury-avenue.

He explained: "I am well known here, being a bookmaker in a fairly big way of business, and have been at the above address for the last five years. The coats having been the property of a client who handed them over to me in settlement of an account, it would be very undiplomatic to advertise the fact publicly, hence I have used the name and address of a friend for the advertisement."

On the assurance that the squirrel coat would be sent to her on approval, the woman forwarded her £4 to the bookmaker.

But no coat reached her. Only repeated letters of excuse—that the coat had been sent somewhere else and not returned; that he was hoping to receive other coats of a similar kind, and so on.

Inquiries prove that 27, Shaftesbury-avenue and 1a, New Oxford-street are both simply accommodation addresses for George Bassett, otherwise Ivor Davies.

He has no office at either place; simply calls for letters.

The whole affair suggests a bare-faced swindle.

Whom God Hath

THIS is the story of an avalanche. . . .

A hundred thousand people sat down and wrote letters on one particular subject last week. They wrote in the white-heat of people who feel they have something to say that might change the course of history. Fiction is outdone by some of the real-life stories they told.

They had got up one morning to find that Mr. A. P. Herbert's Divorce Law Reform Bill introduced by Mr. de la Bere far from being just another measure doomed to be talked to death in Parliament by obstructionists and conveniently forgotten, had actually passed its second reading and stood a good chance of becoming law.

Scorn, indignation, fury boiled up among those who oppose any extension of the grounds of divorce, or disagree with divorce altogether. Picking up their pens they told moving stories of child-lives ruined by divorce.

But while they wrote, other people with such tragedies in their lives that they view divorce as a condemned man views reprieve were delving into their souls to put their own bitter experiences on paper.

At least a hundred thousand letters in all. It is a long time since anything that happened in Parliament moved the great British public so deeply.

Every post brought Mr. A. P. Herbert letters of praise and derision—and every intermediate shade of opinion. Heartbreaking letters, many of them.

Heartbreaking

The Divorce Law Reform Union, which has provided him with much of his ammunition, received sufficient to choke normal office routine. "Anything from three thousand to ten thousand. We haven't been able to count all," said an official, indicating a postal mountain.

Heartbreaking letters, yet again—and some in which newly married couples, who have already discovered that their married life can never be happy, assail the Union because of the clause which bars divorce completely in the first five years of married life.

Then a hundred letters a day each deluged some of the seventy-eight Members of Parliament who voted for the Bill and the twelve who voted against it. Sir Arnold Wilson and Mr. Boothby, two members who have publicly announced that most of the opposition to divorce reform comes from women, both brought their "bags" of abusive letters up to many hundreds.

Not even the 525 members who didn't vote—many of them, no doubt, to avoid the responsibility of expressing an opinion on a subject about which so many people feel intensely—could escape the avalanche. "Not worth your salt," from both opponents and exponents of divorce alike, was what many of them got for their pains.

There never was such a vast self-revelation as this—never before such an indication as to how many of the people who brush by you in the street, laugh with you in the music-hall, weep with you in the cinema, are carrying marriage burdens which seem well-nigh insupportable. One moment, as you read through these letters the description of a woman who has been chained for twenty years to a man who will never leave an asylum alive, a man who hasn't been able to recognise her for twelve years, and never will again, makes you want to rush to the plinth of the Nelson Column with a plea for easier divorce.

Then there is the story of two little children whose parents were divorced, on whose faces hope and all confidence in their father died young. You begin to wonder.

And then you read a letter from Loughborough. . . . It is one of a series that has been reaching the Divorce Reform people every day or so since the first news was published of Mr. Herbert's Bill. A man of seventy-nine is the writer.

"Wonderful" Years

His first message told how his "wife" was dying. "She is seventy-three. We are not married. But in every other way we have tried to live true to God's teachings in thirty-nine years of wonderful union.

"You see, her husband completely disappeared forty-eight years ago. She lived nine years of hell before she could think of agreeing to living with me. Her two children were the deciding factor. She was terribly poor.

"She is sure that we must have pleased God so much in every other respect that He would want us to marry before the end. But she is dying.

"She keeps asking me how long it will be before the law allows her to have a divorce, even on her death-bed. Of course, I don't understand politics. Could you tell me when Mr. Herbert's Bill could get through?"

More letters came—each one more urgent than the last. "How long?" was the burden of all of them. To this old man it was a race with death.

The organisation has made some enquiries about this poor old fellow. It has found that even if his dying companion lives to see divorce reform, he may not. The anxiety of waiting has been deepened now that there is hope. He is worrying himself to death.

Perhaps, after that, a letter that has been filed in the same dossier doesn't look so tragic as it appears to the writer.

"How wrong to support a Bill that won't allow divorce in the first five years of marriage," wrote a young bride. "I have only been married a fortnight, but it only took me two days to find out that my husband and I could never live happily together. What a terrible thing to expect that I must wait five years for release!"

For the information of that young woman another newly married girl, whose tragedy is far worse than her own, has actually been lobbying at the House of Commons in support of the Bill.

She wrote saying she was content to wait as long as relief was given to people worse off than herself.

The letter which first brought her to the attention of an M.P. described how, as a girl of twenty-one, daughter of a successful manufacturer, she was seduced by a young man who dazzled her with a round of the night clubs.

Frightened, she told the young man they ought to marry. "All right," he said.

At the door of the register office after the ceremony he laid his cards on the table. "I am your husband now, and my terms are a partnership in your father's business," he said. Horrified, she said that was impossible. Her father hated him.

"Well, those are my terms, nevertheless," he repeated, and left her there and then.

For seven months the girl kept the secret of her marriage from her parents. At last they found out—and the father turned her out of the house.

Her husband's parents would have nothing to do with her—and until such time as she was reconciled to her family her life was a living hell.

The lawyers have told her that in view of the peculiar circumstances it would be impossible to say that the marriage was never consummated.

And so, without divorce reform, she might be tied to this husband of ten minutes—who turns out to be a convicted motor car thief at that—for ever.

If the Bill passes into law—"well I am content to wait five years," she says.

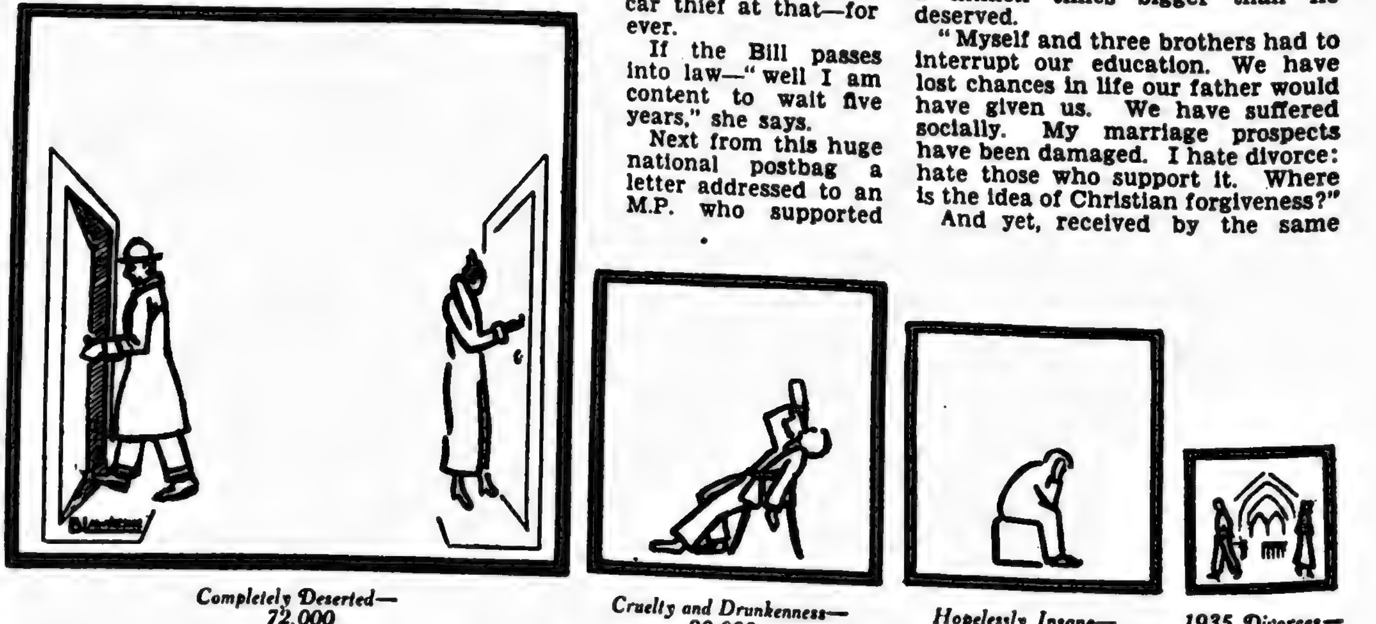
Next from this huge national postbag a letter addressed to an M.P. who supported the Bill. It was from a single woman of twenty-eight.

"My mother foolishly divorced my father for a single act of adultery," she wrote. "The law was criminal to allow her to do so.

"My father sank to the gutter, dispirited and broken. Formerly a professional man, he died in a shilling-a-night doss-house. All because the law allows a jealous woman to inflict on a good man a punishment a million times bigger than he deserved.

"Myself and three brothers had to interrupt our education. We have lost chances in life our father would have given us. We have suffered socially. My marriage prospects have been damaged. I hate divorce: hate those who support it. Where is the idea of Christian forgiveness?"

And yet, received by the same



Completely Deserted—72,000

Cruelty and Drunkenness—20,000

Hopelessly Insane—15,000

1935 Divorces—4,577

If the Bill becomes law, it is estimated that about 107,000 couples now without hope of relief would be able to obtain divorces. The diagrams above represent—to scale—how these couples are classified. On the right the total number of divorces in 1935 is represented on the same scale

NOT Joined . .

Nation-Wide Sensation Over Easier Divorce

A. P. Herbert's Bill has caused outbursts of heartfelt thanks, and storms of indignation

Member of Parliament, from a man in South Wales:

"The Nobs may not know it, because they don't have to have a wife, but I am a miner, and chaps like me must have a woman about the house, especially when there are two children, as I have got.

"Wife Ran Away"

"My wife ran away with a farm labourer six years ago. I don't suppose I shall ever hear of her again. It's one thing for a well-to-do fellow up in London to get on all right under those circumstances. In fact, he might like the idea. But let him try the misery of *my* life and see."

Another letter, even more tragic:

"Because I knew him I am recalling the story of B——, who killed his son and committed suicide in London two years ago.

"I wish you would tell the House of Commons of his last letter, how he and his wife, two perfectly good people, found their marriage was a mistake, and only turned their back on the idea of divorce because it would entail immorality.

"They had a child—in an effort to provide a mutual basis on which they could find happiness. That child was born physically and mentally deficient.

"Two people died because the only release the law provides from a tragic marriage demands a price which this husband and wife, who were really very worthy people and who at least respected each other, refused to pay."

From a woman twelve years deserted: "I have known terrible suffering, even starvation, but I say it is my cross. God made my marriage, and He alone can give me release."

And as if in answer from a woman of thirty: "Because I sinned, my mother compelled me to marry the man. His parents used similar compulsion. I was afraid for my mother's life if I refused. Anyhow, for eight months we lived a life that wasn't marriage at all, and then he left me for another woman. Did God use such methods to bring two silly children together?"

There are thousands of letters about drunken husbands and wives. Strangely, the majority concern drunken wives, for although more men drink than women, more women become hopeless sots. Here are one or two from the postbags of M.P.s and the Divorce Law Reform Union:

"My wife has been a hopeless drunkard for thirteen years. Although I refuse to give her money and won't allow her to get credit, she pawns and steals to get whisky. She has even rifled the pockets of people I have brought to the house. She has taken pennies from children my youngsters have brought home.

"She is never sober now. The children have a contempt for her. She has taught them every obscenity and crudeness in life, and only their strength of character has saved them from grave moral harm. May this divorce measure become law and the Church come to realise that God doesn't want decent people brought as low as this woman has brought us."

Tricked

From a wife: "For five years my husband has only used this house to sleep off the effects of his overnight debauch. I tell those wives who have nothing to complain about but their husband's infidelity that they are lucky.

"I get nothing but blows—little money, because one salary will not buy all the drink my husband wants and food besides. Nobody wants to make friends with the wife of such a drunkard, and the fact that I have no relatives has deterred me from leaving him.

"But I would have a reasonable chance of finding some happiness with a better man if the law had a little more common humanity."

Then among hundreds of letters on the subject of incurable insanity:

"Within two weeks of getting married, twelve years ago, I found my wife had as many as five epileptic fits a night. My mother-in-law had deliberately hidden from me a family history of insanity, and also the fact that my wife, in addition to her epilepsy, was mentally deficient. In the end she became insane, incurably so.

"Denied family, denied any sort of home life, tricked into a lifetime of tragedy, can you wonder why I pray for the success of this Bill?"

Torment

Then, typical of scores of letters from the wives of insane men:

"We had been married three years when we decided to buy a bungalow through a building society. We had moved in only three weeks when my husband got out of bed one night and said: 'I'm not going to have these people tormenting me.'

"Thinking he had heard something that had missed my ears, I waited for his return. Suddenly he bounded into the room with a chopper, and chased me round the room with it, aiming blows at me all the time.

"My screams attracted the attention of neighbours, and, after I had had my arm cut open by the chopper, my husband was secured, and, looking into his poor eyes, I read the truth.

"They took him to a mental hospital. For two years I visited him there. He used to become so frenzied on seeing me that, for his own good, I started to stay away. Then, visiting him again after twelve months, I found he had forgotten me completely.

"I don't exist to him now. It is better so, although what grudge has got into his sick brain I don't know. Anyhow, he will never leave that place again. The doctors have told me so.

"I wonder if the clergy who say marriage should last until death do part realise that I *have* died to my husband, and he, poor soul, to me?"

During the debate on the second reading of the Bill, Mr. Herbert admitted that there might be a remote hope that a mental patient described as incurable might recover.

It is fair, therefore, to give this letter:

"I say God alone knows whether a man is incurable. The doctors who said my brother would never leave the —— County Mental Hospital alive were certainly proved wrong when, two years later, he came home as sane as I am."

On that, however, Mr. Herbert has said that a big proportion of patients are curable in the first two years. Few of those who have been under treatment for five years ever recover.

There are tragedies in terrible variety in these hundred thousand letters. There is the case of the man whose only joy in life is flogging his wife and children.

There are many that tell of loathsome diseases which render married life impossible.

Not all those who have written have met marital disaster themselves.

A girl of sixteen, for instance, said: "Our garden is better with the weeds removed, and I don't see why a beautiful thing like marriage should not be weeded out as well. Why not pluck out the worst, and then we will judge marriage by the successful ones, which are the only ones that God really makes."

And from an unmarried sailor in mid-Atlantic: "Only 17 per cent. of the population belong to Christian sects. Allowing that all of those are against divorce, which is obviously an exaggeration, why should seventeen people be able to say that eighty-three should be kept permanently unhappy if they should make a mistake that anybody is likely to make?"

They All Quote

But although hundreds of people quote the Scriptures to prove that divorce is against the Will of God—nearly half as many quote them to prove the reverse—there are many letters from Roman Catholics who believe in divorce.

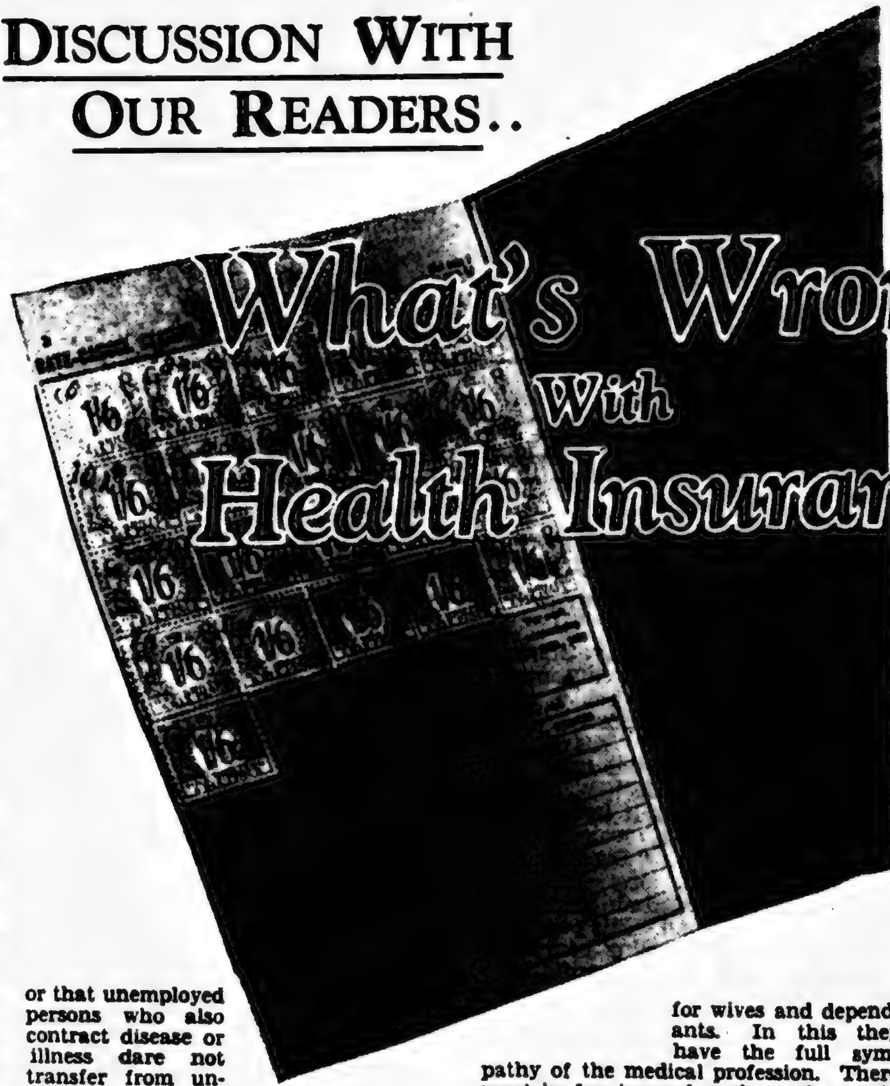
The Divorce Law Reform Union keeps one with especial pride. It is from a deserted wife in the constituency of a Member of Parliament who "talked out" a previous divorce reform Bill, and who says: "This is the one thing on which I disagree with my Church."

Said Mr. Justice Swift less than a week ago, regarding an application for divorce from a man who had not lived with his wife for twenty-one years: "Can you justify the present state of the law which allows people to be tied together when every physical and spiritual relationship has been destroyed for twenty-one years?"

In how many of the tragic cases given in those hundred thousand letters could the question: "Can you justify it?" be answered honestly and mercifully with "Yes"?

DISCUSSION WITH OUR READERS..

What's Wrong With Health Insurance



WITH the artificial boom created by rearmament, and the real revival in British industry during the present year, the number of workers in National Health Insurance has this year, the silver jubilee of the scheme, risen almost to the fifteen million mark—one-third of the entire population.

Since Mr. Lloyd George borrowed the idea from Germany twenty-five years ago, there has been no material change in the insurance system. Not that changes are unnecessary or unwanted. Very few of those fifteen million compulsory contributors can be content.

In thousands they write to JOHN BULL asking us to be their mouthpiece for reform in the direction of more just and generous treatment. Their letters, whatever the amendments for which they plead, all have one note—that, after a full generation of social planning, illness and disablement are still by far the worst evils that can befall the worker and his or her family.

In selecting a few of the chief grievances made known by JOHN BULL readers, we shall use only the illustration of the adult male worker, so that explanations and answers may not be complicated by the proportionate position in the scheme of women and juveniles.

Worse Than "The Dole"

FIRST and foremost, the perplexity of the insured worker is deepest regarding the dissimilar treatment meted out to him under health and unemployment insurance. Equally with his employer, he pays 1s. 8d. weekly as health premiums and receives only a statutory cash benefit of 15s. weekly, *with nothing whatever for his wife or other dependants.*

For unemployment, he pays, with his employer, twopence less per week, but is entitled to get 17s. for himself, 9s. for his wife and 3s. for each child. Thus a family of four has a minimum income of 32s. in idleness, but only 15s. in sickness, although more has been paid for the latter and it entails all kinds of extra and comparatively costly expenditure.

It is not surprising that men and women persist at work when quite unfit, or that unemployed persons who also contract disease or illness dare not transfer from unemployment to health benefits, until, as so often happens, they completely collapse.

The explanation of the discrepancy between the two schemes is, of course, that the State adds ninepence weekly to the unemployment contribution. Successive Governments have failed to make any similar provision for sickness and disablement.

Nothing For Three Days

PRACTICALLY all the criticisms of N.H.I. also deplore the fact that benefits do not commence until the fourth day after certification of sickness—a loss equal to the two weeks' bread bill of a working-class home.

Vast though this hardship is, it cannot be removed. Leading independent actuaries have addressed themselves to the problem again and again and always their report is that, if benefit was to be paid for one, two or three days' sickness, the whole insurance scheme would be wrecked in hopeless insolvency. The necessary increase in contributions would be impossibly exorbitant.

Benefit Cut After 26 Weeks

THE longer an illness, the costlier it becomes as it progresses. That fact is not recognised by N.H.I. After twenty-six weeks, the already meagre full benefit is cut in half.

Here again the actuaries throw up their hands and say that, with the best will, no solution can be found.

They cite the possible case of a boy who becomes insured at sixteen. After two years, when £8 13s. has been contributed, he may contract a malady or disability which makes him incapable of work for the rest of his life. In six months he obtains £19 10s. and for the next forty-six and a half years—until he is sixty-five—not less than £925 will have been paid to him in cash alone.

That would be an exceptional case, but, say the actuaries, with many tens of thousands of actual instances only remotely resembling it, there would be chaos if fuller provision was made for prolonged sickness.

Nothing For Wives and Dependants

BY far the sorest point with the contributors who write to JOHN BULL is the complete lack of medical benefits for wives and dependants. In this they have the full sympathy of the medical profession. There must be few insured workers who would object to paying an extra penny or two weekly to secure the extension of the panel services to their families.

While awaiting the day when some Government will be compelled to introduce this reform, the British Medical Association has set up a scheme of its own by which comprehensive family benefit is given for an additional payment of about 2½d. weekly and, wherever in force, it has been a real success. Under Government auspices it could be provided cheaper still—and the foundations of a State medical service would at last be well and truly laid.

Scanty Maternity Benefit

IF there is any sincerity in this Government's appeal to the mothers of the nation to produce more babies, a quick change of attitude must be expected from it towards the conditions under which maternity benefits are allowed.

After twenty-five years of N.H.I., it is still the ludicrous law that a woman who was insured before her marriage must have a baby within two years before she is entitled to the paltry reward of 7s. 6d. weekly for a maximum of six weeks, and that she shall be denied all benefits for any subsequent children. Approximately only £2 is paid to the wife of an insured worker who becomes a mother—the most miserable effort at maternity and family endowment ever made by any country.

Compensation Injustices

ANOTHER absurdity of the insurance law commonly commented on by JOHN BULL readers is that when workers are disabled in consequence of their employment and are in receipt of a pittance as compensation from their employers, they are totally debarred from all benefits under N.H.I., although they have to continue paying contributions while stricken.

No Government has yet opened its eyes to this scandalous injustice of the compensation machinery being used by the insurance fund for its own gain at the expense of broken workers.

JOHN BULL, however, cannot countenance a frequent protest regarding the observance of a curfew by persons drawing sickness benefit. It is the rule that they must be indoors after 9 p.m. in summer and 8 p.m. in winter. This is insisted upon as a precaution against prolongation of illness by exposure to the night air, and, notwithstanding the widespread displeasure provoked, it seems just and sensible.

Too Many Societies

BUT the greatest and most formidable demand voiced by JOHN BULL readers in their letters is for the abolition of the system by which the fifteen million contributors are divided among approximately six hundred approved societies, and the substitution of one great national organisation which would give standardised benefits from a common pool.

There is no possible justification for the present system by which some societies have immense surpluses and can pay not only large extra cash benefits, but provide their members with such additional services as dental and ophthalmic treatment, surgical and medical appliances, nursing and convalescent home treatment, while others (many have deficiencies) can afford no more than the puny minimum benefits which the law allows.

It is always said that the affluent societies acquire their surpluses by superior administration.

There is little truth in that argument. The general reason is that they take only "selected lives" and are associated with bodies which have great vested interests.

When a challenge is made to those who resist the nationalisation of the service, they can never offer any better reply than the false and hoary one that there would not be proper inducement to economical and efficient administration.

In any case the fifteen million workers have no effective control of the present system of scattered management. And they are likely to continue being helpless in their blind quest for reform until they bombard their M.P.s at the House of Commons with demands for action.

ONE OF THE FAMILY

who needs your help now

At this time of the year your dog gets less exercise, and you give him richer foods. Under this double handicap, it is difficult for him to be fit and grow a thick coat for protection against cold and damp. He needs Bob Martin's Condition Powders, which keep dogs fit by purifying the blood. Nourished by pure blood, your dog's coat will grow dense and take on a lovely 'bloom.' What is more, he'll be safe from winter lassitude and sickness, or troubles like scratching, loose coat, and eczema. Begin *now* and see the difference *regular* Bob Martin's makes to your dog.

In packets 6d. and 1/- from all chemists etc.

Bob Martin's
CONDITION POWDERS
keep dogs fit

Libby's
Corned Beef

ALWAYS ON HAND

For tasty nourishing meals

With a tin or two of Libby's Cooked Corned Beef in the larder you will never be caught napping! At a moment's notice you can serve an appetising meal that everyone will appreciate. Add the order to your next grocery list and be fully prepared for emergencies!

Libby's
COOKED CORNED BEEF
THE NAME Libby's IS YOUR GUARANTEE

L31—664

Here's Marie enjoying her daily bowl of Quaker Oats, and below, reading from left to right (as the papers say), are Marie, Annette, Emilie, Yvonne and Cecile.

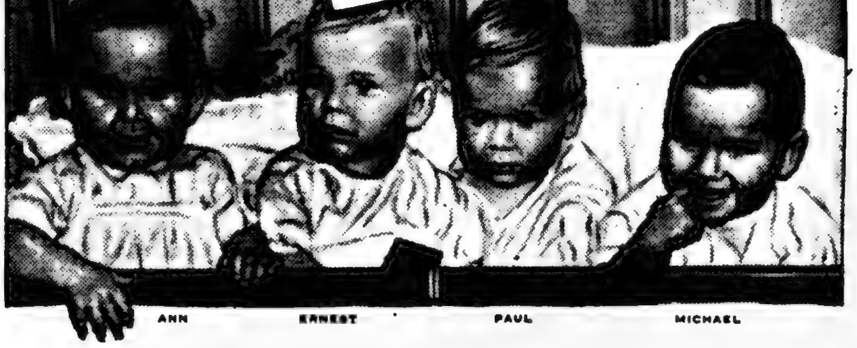
World Copyright reserved. Reproduction forbidden.

WHAT'S GOOD FOR THE "*Quins*"

QUICK
QUAKER OATS
QUICKEST HOT BREAKFAST

IS GOOD FOR THE "*Quads*"

AND GOOD FOR YOU TOO!



After such wonderful results with the "*Quins,*" QUAKER OATS has now been chosen for the "*Quads.*"

When the "Quins" became old enough to take substantial nourishment, those in charge of them were determined that theirs should be the world's finest method of feeding, they chose Quaker Oats. And from that day, the "Quins" have never missed their daily Quaker. Now, at 2½ years, there are no healthier, sturdier children in the world.

And now that the "Quads," too, have reached the stage when they are able to take more substantial food, they also have been put on Quaker Oats! They celebrated their first birthday on Nov. 28th this year.

Quaker is rich in all essential health elements, including Tonic Vitamin B—the vitamin which combats listlessness, poor appetite and constipation in grown-ups and children alike. That is why your whole family needs Quaker Oats every day.

40 vitalising breakfasts for 8½d

The **QUAKER OATS** *the "Quins" have is the same Quaker Oats the "Quads" have . . . from the same great Quaker Mills in Canada!*

354

I've tested other fats, but STORK makes the nicest, most digestible Christmas Puddings

This year follow the example of experienced cooks and use Stork for your Christmas cooking. You, too, will find that because Stork never varies in quality and is so easy to handle it makes puddings that look really professional and thoroughly appetising. And its own deliciousness enhances the flavour of all the good things that go into Christmas puddings. Remember, too, that puddings, mince pies and cakes made with Stork are lighter and, therefore, easier to digest—an important point when there are children in the house. Be sure to use the coupon for the free Stork Cookery Book—it contains recipes for lots of good things for Christmas!

Try these recipes

CHRISTMAS PUDDING

6 ozs. breadcrumbs
2 ozs. self-raising flour
¾ lb. minced raisins
½ glassful of brandy or old ale, or
1 teacupful of milk if liked
¼ lb. currants
¼ lb. sultanas
¼ lb. castor sugar
3 ozs. chopped candied peel
6 ozs. Stork Margarine
½ teaspoonful salt
Rind and juice of 1 lemon
1 teaspoonful of mixed spice
4 eggs

Mix all dry ingredients. Melt Stork Margarine and stir into pudding. Mix with beaten eggs. Add lemon juice and other liquid, and let the whole family stir. Boil in basin greased with melted Stork for eight hours. This recipe makes one large pudding for about six people.

(See page 25 in the STORK Cookery Book)

HARD SAUCE RECIPE

To serve with Christmas Pudding

¼ lb. Stork Margarine
6 ozs. ground almonds
2 bitter almonds
2 ozs. castor sugar
½ tablespoonful sherry

Blanch and chop the bitter almonds and add to the ground. Cream the Stork and sugar, beat until white and creamy, then add the almonds. Beat in the sherry gradually, and mix well.

COUPON

Please send me today the new free Stork Cookery Book entitled "The Complete Guide to Home Cooking." WHICH CONTAINS REGULO MARKS FOR ALL BAKED DISHES.

Name...

Address ....

....

Fill in your name and address and send this coupon to Van den Berghs & Jurgens (Sales) Ltd., Dept. S13, Unilever House, London, E.C.4, in an unsealed ½d-stamped envelope.

(PLEASE WRITE IN BLOCK LETTERS)

STORK MARGARINE

SUNSHINE VITAMINS

A GIFT COUPON WITH EVERY POUND

JS 896-71-05

MANAGING ON £2·10s. A WEEK

– you've got to know how to get the utmost good out of meals . . .

"That's why I always buy Rowntree's Cocoa," says Mrs. Casey, of Newcastle.

MRS. CASEY'S BUDGET

RENT	12	6
COAL	4	6
INSURANCE AND CLUBS	5	0
GAS	2	0
CLOTHES	4	0
FOOD	21	0
TOTAL	£2 10	0

"DAD'S money comes to £2.10/- a week," says Mrs. Casey. "There's nothing marvellous in keeping the five of us on that. Lots of women manage wonderfully with bigger families — and often less money. But I've got to keep my wits about me when I go shopping.

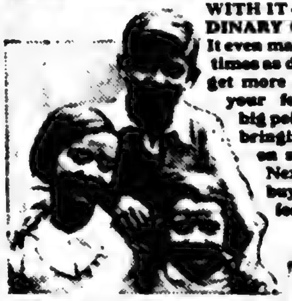
"21/- a week is the amount I reckon to spend on food. To keep us healthy and strong on that I've got to see that every meal is as nourishing as it can be. Rowntree's Cocoa is a big help here. I don't know why it is, but somehow I find we get more good from all our meals when we have Rowntree's. Of course, lots of other cocoas are cheaper to buy, but they are nothing like as cheap in the long run. Rowntree's makes every penny I spend on food go further. It's more digestible than other kinds, too — that means a lot to children."

* * *

That's sound sense, Mrs. Casey! And you're quite right about Rowntree's Cocoa. It does help to make your money go further. The reason's simple.

Digestibility the secret

A special predigestion process, used only by Rowntrees, makes it more digestible than other kinds. IT'S SO DIGESTIBLE IT ACTUALLY HELPS DIGEST ALL OTHER FOOD TAKEN WITH IT — AS NO ORDINARY COCOA CAN. It even makes milk three times as digestible! You get more good from all your food. That's a big point for mothers bringing up families on small incomes. Next time you're buying cocoa ask for Rowntree's.

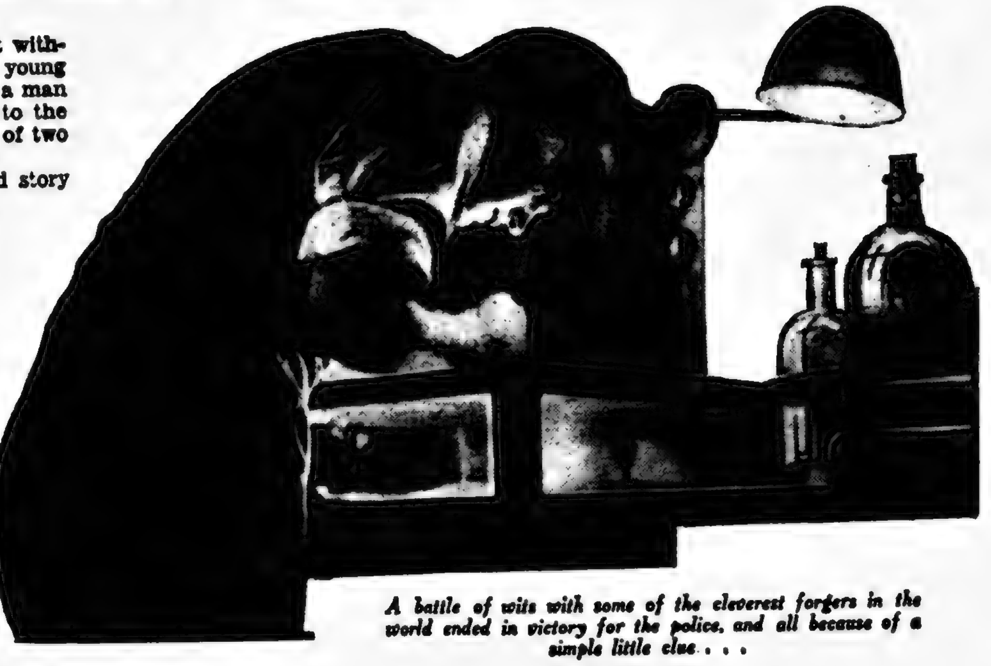


People often ask Mrs. Casey how she keeps her children so well. And no wonder — just look at them! "They have Rowntree's Cocoa every day," says Mrs. Casey. "I'm sure they wouldn't keep nearly as fit without it."

FREE! SOFT HAIR BROOM

One of hundreds of Free Gifts in exchange for Rowntree's Cocoa coupons. Send a postcard (postage 1d.) to Dept. CE23, Rowntree & Co. Ltd., The Cocoa Works, York, for Special Free Coronation Gift Booklet. Free Gift coupons in every tin.

Fighting the Forgers — *By Supt. Hambrook*



A battle of wits with some of the cleverest forgers in the world ended in victory for the police, and all because of a simple little clue . . .

Clue Of The ROOM Without CHAIRS

A ROOM well furnished but without chairs, and a young woman's infatuation for a man twice her age, led me to the clues which rid England of two gangs of international crooks.

In the first case it was the old story of the super-crook leaving just that clue which gives the trained detective all the opening he needs. In the other, it was the love of parents for their girl that led me to the headquarters of one of Europe's cleverest note-forgers.

The clue of the room without chairs I discovered during investigation of the activities of a gang of cheque forgers using the age-old sleight-of-hand to get the cheques, and a modern scientific method to defeat the work of scientists employed by banks to defeat forgers.

It happened this way. At the outbreak of war hundreds of Americans who had been spending holidays in Europe hurried to book passages home.

Crooks seized the opportunity, and soon Chief-Inspector Ward at the Yard was dealing with the complaints of travellers' cheques being forged. The cheques had been stolen from Americans and passed through the banks as genuine.

How it was done we could not guess, for elaborate precautions are taken by the banks.

When a book of travellers' cheques is issued in America the customer signs his name on the left-hand side of each cheque in the presence of the issuing officer. On presenting the cheque for payment in England or elsewhere, the traveller signs on the right-hand side in the presence of the cashier. Any dissimilarity in the two signatures would then be noticed and challenged.

As a further precaution against forgers, these cheques are printed on paper specially prepared under the direction of scientists, and it is claimed by the United States banks that any attempt to erase the original signatures with acid would leave tell-tale red spots.

❧ ❧ ❧

But the American banks found that the forgers were defying all the precautions by using a secret acid to wipe out the original and genuine signature without leaving the red spots.

Having found the perfect means of erasing signatures, the crooks' next task was, for them, comparatively easy. Pickpockets mingled in the queues at shipping offices in the West End and in foreign capitals and stole wallets, invariably finding the books of travellers' cheques.

Skilful application of the acid removed the signatures, and the rest was so easy that none of the forgers' signatures was challenged. They profited by thousands of pounds.

From all over Europe came complaints. Police officers in the leading capitals tried in vain to locate the men behind the scientific crime.

Chief-Inspector Ward took charge of the investigation in London, and assisting him were officers selected for their knowledge of international criminals. I was among those delegated for the work.

After a good deal of observation duty in various parts of the West End of London we concentrated on four pickpockets, following them to a shipping office in Trafalgar Square, where we arrested them as suspects. One was a Russian, the second a German, the third a Hungarian, and the fourth a Bulgarian. They protested that they were strangers to one another and did not even understand one another's language.

We quickly disposed of this defence by proving that we had seen them together in restaurants and West End streets and had followed them as they walked together to the shipping office.

Nothing, however, was found on any of the men connecting them with the forged travellers' cheques; but the fact that we had trailed them to the shipping office, where obviously they intended to pick pockets, was sufficient to encourage us to take further measures.

The order was given that the men's lodgings must be searched. At Stoke Newington, where the German prisoner lodged, I found in his rooms all the paraphernalia of the expert forger, including the secret acid which had been used to erase the original signatures from travellers' cheques.

The news of this first-rate discovery was received by the bankers with great relief.

Meanwhile, another officer had searched the Russian prisoner's lodgings at Stamford Hill without success.

Chief-Inspector Ward was not satisfied. He told me he felt certain there must be something in that house, and asked me to make a further search.

I first looked casually through the three-storey house without seeing anything suspicious. Then I was impressed by the fact that there was not a single chair in the front bedroom, which otherwise was well furnished. I decided to concentrate first on this room to see whether the absence of chairs would lead me to something more concrete.

There was a large wardrobe in the room, and it struck me that the chairs had been removed so that the top of the wardrobe should not be accessible to prying eyes.

❧ ❧ ❧

I took a chair from an adjoining room, mounted it, and there in a hollow at the top of the wardrobe found a bundle wrapped in newspapers. It contained a number of American travellers' cheques and 600 sovereigns in a new leather bag.

I was as much surprised and delighted at having made this discovery as I was when I found the secret acid.

When I returned to the Yard, Chief-Inspector Ward bounded out of his chair and shook me warmly by the hand when I told him what I had found.

"Hambrook," he said, "we've got them beaten." His eyes sparkled with the joy of achievement as the sovereigns tumbled out of the leather bag.

The cheque-books had been stolen from American tourists in Berlin, Hamburg, Frankfort, Cologne, Budapest, Vienna, Milan, Paris and Stockholm.

The four men were detained until they could be deported to their own lands and thus save the taxpayers' money and rid the nation of a gang of accomplished and successful crooks. The case in which a girl's infatuation led me to discover the brains behind a series of international note forgeries was one in which a stroke of "luck" was combined with intensive searching.

❧ ❧ ❧

To the Yard, one day after the outbreak of the Great War, came information that a large number of forged kronen notes were being circulated in Austria. It was suspected that the gang was working from London.

Not long after this complaint was received, an elderly Englishman and his wife called on me for advice about their daughter, who, they said, was living with an Austrian twice her age.

They explained that they had done everything they could to get their daughter to return home, but that she

(*Continued on page 30*)

Are you tongue-tied?

Not when you are offered "something just as good" as SANDEMAN Port, because you know very well there is nothing better. Voice your complaint and remember you have the right to do so. Don't be dictated to!

Unrivalled for 145 years

SANDEMAN PORT

NATURE'S WHITE .. *straight from the blue!*

Piled masses of purest white, the tall clouds are really millions of tiny raindrops reflecting all the seven rainbow colours that make up true white. Blue is one of the seven. *There's no true white without blue.* For a wash that's truly white you must have Reckitt's Blue in the last rinsing water. Wear and use and repeated washings turn your white things to a yellowish grey. Reckitt's Blue brings them back to sparkling white.

Reckitt's BLUE

Out of the blue comes the whitest wash!

MILITARY *Hayward's* PICKLE

MILITARY
PICKLE

Makes Sunday's Meat Monday's Treat

OF ALL GROCERS

A HAPPY CHRISTMAS AND A COMFORTABLE NEW YEAR

10/- WITH ORDER

Fully Patented No. 414464

The *Berkeley* SUPERLAX

THE MOST COMFORTABLE GIFT OF ALL!

THIS Christmas give comfort and happiness for many years to come—give a Berkeley Superlax. The glorious comfort and beauty of this handsome Easy Chair brings a happiness that no other gift can equal and is a constant reminder of your kindly thoughts for many years to come. In the cosy depths of the Berkeley Superlax true contentment is found. It is a lasting source of beauty and satisfaction in every home into which it goes. It is the gift that pleases men and women of every age, for it suits everyone, tall or short, and, with its patented automatic action, any position from upright to resting or lounging can be changed to without making adjustment or leaving the chair.

The price is astoundingly low and is only possible because of specialised production in the largest upholstery factories in the Kingdom, huge output, and direct selling to the public. ***Send Coupon for Catalogue of all Models and Patterns of Coverings.***

IN B QUALITY COVERING
CASH PRICE
67/6
or 70/-:—10/- with order and balance 10/- monthly.

SETTEE £5 : 12 : 6

SPECIFICATION:

Best Birchwood Frame. Wide Arms. Perfect Springing in Seat and Back. Seat *and* Arms ALL-HAIR STUFFED. Beautiful and durable Coverings. Back and Seat easily removable for cleaning. Strong concealed castors.

H. J. SEARLE & SON, LTD.
(Dept. J.B.) 70-78, OLD KENT RD., LONDON, S.E.1
West End Showrooms: **133, VICTORIA STREET, S.W.1**
Branches: 83-87, London Road, Croydon; The Parade, Watford; 149, Becontree Avenue, Dagenham; 85, New Street, Birmingham; 71, Deansgate, Manchester.

Sold under our usual Guarantee of money back if not satisfied within 7 days. **FREE Delivery in England, Wales and Scotland.**

Genuine Berkeleys are made only in our own Factories and are not obtainable through any other furnishing house.

COUPON Please send me Catalogue of all Models of Berkeley Upholstery, together with complete range of Coverings.

NAME..

ADDRESS..

John Bull ....

Supt. Hambrook—Continued From Page 28

Infatuated With A FORGER

was so infatuated with the man that she stubbornly refused.

I found that the Austrian—who had a grown-up son—had two addresses, one being a large house at Ealing and the other at Barnes.

First I arranged to have the two Austrians interned, and then searched their house at Barnes. I was staggered to find photographic negatives of the first one-pound "Bradburys" which had been in circulation for only a few days. In fact, I had not seen one myself.

I found also a complete forger's outfit and the largest camera in my experience. It was so large that the lens projected from the floor of one room into another.

Though we had no doubt, still we could not prove that all these implements had been used for forgery, and the Austrians were transferred to Brixton jail until we could complete enquiries.

Weeks later I was asked to investigate the passing of forged Bradburys in the East End. One note had been traced to a street bookmaker who told me he had received it from a regular customer.

A signal was arranged, and I waited in hiding in Brick Lane till this "regular customer" came along. As the money was changing hands the bookmaker signalled and I ran out to make the arrest.

The note was one of the forged series and had been passed by a Swiss. At the police station he almost collapsed from fright, but on recovery he volunteered information about the Austrians. That cleared up a mystery.

Det.-Inspr. Ward, now dead, who played a great part with Supt. Hambrook in the big battle with forgers

He said that for some time he had acted as courier for the Austrian and received from him scores of forged kronen notes which he took over to the Continent for circulation in Vienna by other members of the gang.

When I arrested the Austrian, the Swiss naturally lost his job as courier, and in a few weeks was so hard pressed for money that he decided to find out where the Austrian's young woman companion lived.

He traced her to a house in Battersea and begged for help. She said that the only way she could help him was to give him forged Bradbury notes to pass. One by one he tendered them to the bookmaker at Whitechapel until I arrested him.

* * *

As soon as the infatuated girl saw me she fainted, and on recovering burst into a violent fit of passion and accused me of robbing her of the only man she had ever loved.

After a good deal of persuasion I got her to realise the folly of her infatuation for this Austrian scoundrel, and she consented to return to her parents.

In this chastened and penitent mood she told me how she came into possession of the forged notes, producing a letter written by her Austrian lover from Brixton prison saying that if she would look under a small cupboard in the bathroom she would find something useful.

"Something useful" was a packet of forged "Bradburys." She did not know what to do with them until the Swiss courier begged for assistance.

The Austrian, his son and the Swiss were sentenced at the Old Bailey to varying terms of imprisonment, the Austrian's share being five years' penal servitude, followed by deportation.

One of my most anxious days was spent trailing a furniture van across London.

That lumbering load I knew would lead me to another Austrian forger for whom an extradition warrant had been issued.

I located his home at Chiswick, but he had gone. One day I received a 'phone call saying that the furniture was being loaded into a van.

On a hot day I followed the horse-drawn van from Chiswick through side streets. Here and there I got a lift.

In Battersea Park Road my tram overtook the van and when, a minute later, I looked round it had gone. I jumped off and while running through side streets wondered what explanation I could give for losing a furniture van!

On the point of giving up the search I remembered a short cut. I jumped on a tram and to my great relief saw the van at the far end of the common.

The van ultimately stopped before a house at Beckenham. Here the Austrian greeted the removal men with smiles, but in a few minutes he was on his way with me to Bow Street.

NEXT WEEK:

Three Notorious Women

"The Greatest of These—"

Must They Go Without?

THOUSANDS of parents throughout the land are wondering what they can do for their children this Christmas. Thousands more know that unless they have help they can do nothing.

Christmas is the children's festival; and many of them cannot understand why the magic that enables Santa Claus to visit many lands at once cannot be extended to cover their home.

Unless John Bull readers play the part of Santa Claus there will be many blank faces this Christmas morning, and many agonised parents will have to explain, before or after, why the patron saint of childhood cannot call, and why there is no money for Christmas fare.

Rose

During 1936 the "Greatest of These Fund" has spent in excess of its income. Not sound finance, perhaps, but it has saved many homes from despair.

But for the Fund many families would have had no hearth round which to celebrate Christmas. Others have had a new start in life because the Fund eased a burden that pressed too heavily.

Our special appeal this week, in addition to our Christmas appeal, is for two-and-a-half-year-old Rose.

Her father served all through the war and suffers at times from malaria. He has had about three months' work this year. His eldest boy, aged five, contracted scarlet fever.

"The bed and clothing were taken away to be fumigated, and when I got them home they fell to pieces," Rose's father tells us. "Three of my children are now sleeping on a camp bed—no mattress, and just their three overcoats to cover them. I have to get bedding, sheets and blankets and mattress, but we have not the means to get them."

Rose's brother, Albert Edward, who is not quite three months old, is receiving medical treatment for bronchitis. Rose has been delicate since birth and is troubled with a bronchial cough. The eldest of the children, aged nine, is frail.

Rose's mother suffers from anæmia and severe headaches through defective eyesight. She cannot afford glasses which she ought to wear.

Their prospects for Christmas are not bright unless our readers help them, especially to buy bedding.

There are hundreds of cases, some nearly as bad as that of Rose's family. But they all have one thing in common. They need help.

Letters of thanks are adequate reward for giving. A widower wrote recently: "On receipt of the money the children and I had a square meal.

"The two boys have been absent from school for the last two weeks. You should see them trotting off to-day with new boots, socks and warm shirts, and Patty a real toff with long stockings in place of short ones.

"With Christmas there is a lot to be done. With your kind and timely help I will do my utmost to bring all the happiness into our abode that is humanly possible."

Donations earmarked "Rose," or for the General Fund, should be addressed to the Hon. Secretary, John Bull War Sufferers' Fund, 93, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office and a copy of the current week's will be sent on application.

LESS THAN 10 CIGARETTES COST YOU EACH DAY.. BUYS A VACTRIC

No need to be a smoker to realise that fourpence a day is a "mere trifle" compared with the advantages of having a really efficient vacuum cleaner in your home . . . and if it's a Vactric "Popular" you know that 12 years' experience in producing highest quality vacuum cleaners is embodied in its construction and design.

Complete with all accessories and guaranteed for 12 months, the "Popular" costs 2/- weekly, or £6.12.6 cash.

VACTRIC
ELECTRIC VACUUM CLEANER

Larger Models, the "Silent Q" and "Airflo," cost £12.12.0, or 3/- weekly.

NON-CANVASSING COUPON
Vactric, Ltd., Cricklewood, London.
Please send all details of Vactric British Cleaners.
NAME ....
ADDRESS ....
J.B. 2/2. ....

RING UP MY HOME

You may have an address in the telephone book—but is it really and truly your own? Or do you pay for the privilege of living in somebody else's house? If you are weary of rent-paying the Abbey Road Building Society is at your service, to assist you to become the owner of your home.

ABBEY ROAD
LONDON'S LARGEST BUILDING SOCIETY
Abbey House, Baker St., N.W.1.
Sir Harold Bellman, Man: Director

Fitness through the forties
* De KuYPER'S HEART LABEL HOLLANDS
* AVAILABLE IN ALL SIZES

SPEY ROYAL WHISKY

TEN YEARS OLD

GUARANTEED TEN YEARS OLD
SPEY ROYAL
Scotch Whisky
GUARANTEED
TEN YEARS OLD
PRODUCE OF SCOTLAND
Bottled & Guaranteed by
W&A Gilbey Ltd

AND ONLY

12/6

DISTILLED BY

GILBEY'S

Gilbeys WINES & SPIRITS

A CORSET *which* CARESSES *not Compresses* YOUR FIGURE

aressing rather than compressing your figure, this elightful Ambron "Nu-Style" Corselette affords he ideal "Slim-Line" oundation for every ress you wear. It olds snugly to the ody and moulds your gure to a grace and eauty of form that ill delight you.

PRICE 8/11

Postage 4d.

izes 30—46 ins. bust.

n Pink Coutille, ith underbelt, rust-proof steels and four uspenders. Has nique extending ack which cannot "ride up."

1/- DEPOSIT SECURES

(returned if not satisfied)
Balance 2/- monthly

COUPON

Please send me a
NU-STYLE CORSELETTE
I enclose crossed // Postal Order for 1/4 (Deposit & Postage) with **BUST & HIPS** measurements and my Full Name (Mrs. or Miss) and address.
(Overseas Full Cash only)
J. Bull 5/12/36

AMBROSE WILSON LTD.
498 Ambron House, 60, Vauxhall Bridge Rd, London, S.W.

"HIS MASTER'S VOICE"

RADIO

There is a special reason why you should choose "His Master's Voice" All-Wave Radio. The Christmas broadcasting programmes are quickly followed by the most eventful year in broadcasting history. A "His Master's Voice" All-Wave Radio receiver or radiogram, which receives programmes from all parts of the world, is unexcelled for faithful reproduction and fine cabinet work. It is pre-eminently the instrument for great occasions. Prices range from 9½ guineas and there are 13 "H.M.V." models from which to make your choice.

BY APPOINTMENT

Children's throats need special protection in cold damp weather. Allenburys Pastilles soothe away throat ills and are delicious to take

FROM ALL CHEMISTS 8d & 1/3

Allenburys *Glycerine & Black Currant* **PASTILLES**

for your Throat

P 3

THE TORTURE OF RHEUMATISM

"I think Urace brand tablets are a wonderful remedy. In my own case, which is one of very long standing, they have certainly given me great relief I mean to go on taking them."—Nurse —— (Cert.), Taunton, Som. Free sample from Newbery and Phillips, Ltd., 33m, Banner Street, London, E.C.1 From your chemist, 1/3 and 3/-.

MOTHERS DELIGHTED WITH THIS TASTY SANDWICH SPREAD

Say the Brothers
BeToX
—And *no wonder*—just try it. Would you believe bread and butter could be made to taste so grand? Jolly good for you too—because BETOX is made from the finest Yeast and pure Vegetable Ingredients . . . And as for BETOX Gravy—well, you can't imagine what a difference it makes to all meat or vegetable dishes, Soups, Stews, Hashes, Puddings, Pies, etc. Why not invite the Brothers BETOX round to-day?
EXTRACT 3 oz JAR 6d 8 oz. jar .. 1/2
POWDER 1 PINT SIZE 1d 3 pint size 3d.
From GROCERS or WOOLWORTHS everywhere

Model D.R. 130
COLOUR
LENGTH
HIPS

AMBROSE WILSON'S
14/11
Special Offer
This clever art silk marocain and lace frock with its slenderising lines is the season's smartest for all who are "not so slim." You must try one on! Take advantage now of our 'no obligation' offer to send you this model *made specially for you* ON APPROVAL.
1/6 DEPOSIT SECURES
refunded immediately if not completely satisfied. Postage 6d. *Balance may be paid by instalments of 2/6 monthly if desired* AT NO EXTRA COST.
In NAVY, BLACK, NIGGER, LIDO, LIGHT BOTTLE, WINE.
SIZES:
Hips 44-56" Lengths 44-50"
Bodice and sleeve cut with long silk lace panels underlined oyster silk ensuring excellent wear. Cascade lapels. Roomy skirt with panel centre front. Tie sash at waist.
Send the coupon NOW—You will be delighted with this becoming style and extraordinary value!
NOTE:—There is a short delay in delivery as each frock is specially made.
Also length 52" Price 16/6 Post 6d.
2/- deposit, 3/6 monthly.
COUPON
Please send me Frock DR130. I enclose deposit & 6d. postage & will pay balance in cash or by monthly instalments as above. Fill in and enclose with full name (Mrs. or Miss) and address, & crossed postal order (*Overseas full cash*). J. Bull 5/12/36
AMBROSE WILSON LTD
588 Ambron House, 60 Vauxhall Bridge Rd. London, S.W.

Father Divine Claims He's God And His War Cry Is . . .

PEACE— It's Wonderful!

"Messiahs?" . . . they crop up by the dozen—usually in our exposure columns.

Father Divine, world's Negro hot gospeller No. 1, goes one better. He thinks he's "God Himself." This lively and amusing article puts him in his proper place. . . .

He modestly claims to be God, and has only one answer—and smile, and "Peace, it's wonderful!'

IF it is possible to shock a hard-boiled American official, then that is what happened to the clerk-in-charge of the registration booth in Harlem, New York's Negro quarter, the other day when a covey of coloured women, of varying shades, from old ebony to "high yaller," trooped in to be registered as voters.

"Name, please," said the clerk to the first in the file.

"Wonderful Wisdom."

"Ses which?" said the clerk.

The dark lady, without bating an eyelid, and displaying every sign of normality in other respects, repeated firmly: "Wonderful Wisdom," adding "That's my name, suh. Ah'm one of Father Divine's Angels."

"Is that so?" said the poor man, clutching at his desk to stop the world going round at a helluva rate. "Is that so? Well, I guess you gotta be born again."

That started something! Fifteen other women in the waiting queue proceeded to "create" in shrill tones. It appeared that they, too, were members of Father Divine's angelic host, and what they lacked in the way of wings they made up for in lungs.

"Say," bawled the clerk, in a vain effort to quell the forces of darkness, "you jest can't register under a lotta 'sissy' names. All right! All right! If you don't wanna, that lets me out. I guess if you're Angels, you'd better get flying, right away. Step on it, sisters!"

⁂

THE disgruntled Angels, however, instead of leaving, showed every sign of turning the office into a cross between a religious revival and a riot.

"Peace, it's wonderful!" they shouted time and again, until the wretched official, shivering on the brink of insanity, telephoned for the police.

The bluecoats arrived at the rate of klaxons, and the Angels were promptly despatched, C.O.D. in plain van, to the local lock-up.

Among the guests, in addition to the aforesaid "Wonderful Wisdom" (which the lady seems to have possessed everything but!), were "Quiet, Please," "Mary Light," "Trust, Love and Live," "Just Peace," "Sincere Smile," "Rolling Stone" and "Honest Consolation." Sixteen runners.

Eventually the charge of "obstructing a polling place" was dropped, and the "Angels," harpless, hoarse, but happy, trooped out, but not before they had sung to their defenceless captors:

Father Divine, my father!
He's got world in a jug and stopper
in his hand.

"Peace, it's wonderful," chorused the coloured folk, as they left the station. "Bigawd, you've said it!" said the station sergeant with relief.

Father Divine is Harlem's Evangelist Number One.

There is none of the Billy Sunday about him. He never shouts or curses or bangs about. Short in stature, immaculately dressed, bald and with the doe-like eyes common to his race, this soft-spoken, dignified Negro has an immense following amongst his own people. Nor is he without white followers, of both sexes.

The Father's secretary, for instance, is white. He was a motor-dealer until he decided to change gears.

Father Divine claims to be God. Just that.

He is equally modest about his financial resources, and the U.S. authorities wish he weren't. They know that he has built up an enormous business, and when they want details, in order to soak him for income-tax, all they get is a smiling, "Peace, it's wonderful!" Which is no sort of food to feed an embittered tax-collector.

Father Divine's business activities are both wide and wonderful. He is credited with being the biggest lodging-house owner in Harlem.

In addition to "Heaven," the Father's G.H.Q. on West 115th Street, he owns boarding-houses, nine private houses, a score of flats, and three meeting halls, with sleeping accommodation.

The Angels receive free board and lodging, and there are at least 1,000 persons who are enjoying this bliss. Neither sex nor colour matter. All are equally welcome to the Father. More welcome even than the Children, of whom there are many thousands—three hundred attend his Harlem "Heaven" every night—and there is no collection —who have not yet seen "the Light" in its entirety.

Then there are "Extension Heavens," each with an Angel in charge, in Newark, Jersey City, Bridgeport and Baltimore.

It was the last-named city which gave birth to the gifted Father, so far as is known. At any rate, he first came into the picture when, as plain George Baker, odd jobman, he linked up with a mulatto evangelist there, námed Samuel Morris. That was in 1899.

⁂

MORRIS had been thrown out of the local Baptist Church on his ear for announcing that he (Morris) was God, but that didn't cure him to any marked extent. Earnest young Mr. Baker, who had already done a bit of preaching at prayer meetings, teamed up with him in the capacity of The Messenger, which Morris described as "God in the Sonship Degree."

After Samuel had done his stuff, George would hold forth to this effect: "The individual is the personification of that which expresses personification. Therefore he becomes to be personally the expression of that which was *im*personal and *pre*personification of God Almighty! God's presence is real and tangibleateable. It has been tangibleated, and it can be retangibleated; it can and will continue to materialise and repersonify, for the great materialising process is going on. Peace! It's wonderful! It is indeed wonderful!"

George Baker has changed his name since those days of apprenticeship, but his style hasn't changed an awful lot. And "the great materialising process is going on" like a house on fire. Which is where the Angels come in—and stay in, or bust.

For to join the angelic host you must prove to the Father's satisfaction that you have seen the Light, the whole Light, and nothing but the Light.

In other words, you must agree, freely and of your own accord, to turn over all your earnings, together with any property which may have come your way, to Father Divine, ex Baker.

A conservative estimate puts the revenue from the Angels alone at 10,000 dollars a week, assuming that each of them puts an average of ten dollars into the heavenly kitty.

So, altogether, with twenty-five restaurants, six grocery stores, ten barber's shops, ditto cleaning and pressing establishments, a score or more of greengrocery vans, and a couple of weekly newspapers, Father Divine must be sitting pretty.

⁂

JUST what he does with the money is a mystery, and, although "Father will provide" is ever on the lips of his Angels, the key to it is one thing that he just won't provide.

The authorities are convinced that he has somewhere a hefty wad stored away, but they can't get at it. Though they are occasionally permitted a fleeting glimpse; as when, for instance, he paid 10,000 dollars in cash for a farm, and when on another occasion, bailing out an Angel who had spoken out of his turn to the police, he peeled off two fifty-dollar notes from a fat wad.

Up to now, any questions put by puzzled income-tax people as to when the "great materialising process" is likely to commence for them are met with a cheerful smile and the, by now, somewhat addled assurance that "it is *indeed* wonderful!"

It is.

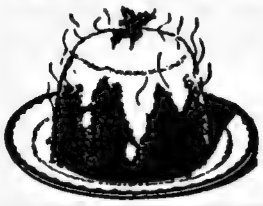
Heads you win!

You're on a certain winner if you back Pan Yan to make meals happy and bright. The flavour alone is enough to bring plates up for more. But Pan Yan has got something else besides flavour! It is specially blended to stimulate the gastric juices—so you digest your food better and feel fine.
PAN YAN-FOR JOLLY GOOD MEALS
21.6a

I love Birds!

THIS IS MY HOT SAUCE FOR CHRISTMAS!

"Everybody talks about the lovely creamy hot sauce I serve with my Christmas puddings. Well, here's my secret. I always make it with Birds Custard. You get such a delicious flavour with Birds — and your sauce is always so beautifully smooth. Besides, what is lighter or so thoroughly digestible as Birds Custard! Why it's just what we all need to neutralise the richness of Christmas pudding."



GET THE FAMILY TIN FOR CHRISTMAS!

You'll find a family tin of Birds Custard so useful over Christmas, not only for making hot sauces, but for your party dishes too. It's hermetically sealed to keep all the freshness and fragrance intact, and the handy measure in the lid gives you the exact quantity of Birds needed for making a delicious custard.

BIRD'S
CUSTARD
POWDER

BIRDS CUSTARD

It's the flavour that makes it the favourite!

"John Bull" Guarantee.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee:—

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked— In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

FENNINGS' *Children's Powders*

HAPPY BABY
HAPPY MOTHER

Best and safest for children cutting their teeth. Contain nothing injurious to a tender babe.

WRITE FOR A FREE COPY OF FENNINGS' "EVERY MOTHER'S BOOK" to

70 YEARS REPUTATION
SOLD IN BOXES - 1/3 & 3/-
Also 1d. each or 2 for 1½d.
INSIST ON FENNINGS'

ALFRED FENNINGS, COWES, ISLE OF WIGHT

"Our Honeymoon *was a thing of the past"*

"JUST after my second baby, things seemed to go all wrong between Ted and me. I became tired and 'nervy.'

"In the evenings, Ted used just to sit and read the paper — our honeymoon was a thing of the past.

"I went to ask an old school-friend for advice. 'The trouble is, you've got run-down,' she said. 'You need a tonic — I'd advise Hall's Wine.'

"I took some Hall's Wine, as she advised. I felt stronger after the first wineglassful, and in a few days I could tell the change in myself just by looking in the mirror.

"Ted and I get on like a house on fire nowadays — our friends call us 'the inseparables'!"— *Mrs. E. E., Mitcham.*

* * *

When women get tired, depressed and run-down, this is a sign that their blood and nerve-cells are weak and underfed through overwork or illness.

Hall's Wine is the tonic specially prepared for this condition, from a doctor's prescription. Actually, within thirty seconds after taking, you can *feel* it pouring new strength into your veins.

Years drop away

You can *feel* Hall's Wine rousing your weakened cells to new life. Years drop away from your shoulders. The whole world looks bright, and your body is filled to overflowing with vitality and youth!

Hundreds of doctors and nurses prescribe Hall's Wine. Follow their advice and take Hall's Wine two or three times a day. Start today!

From Wine Merchants, Licensed Grocers and Chemists. Large bottle, 5/6, smaller size, 3/3. Stephen Smith & Co. Ltd., Bow, London. E.3.

Hall's Wine

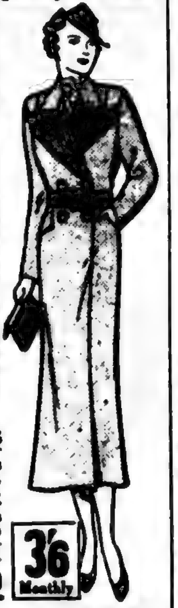
THE TONIC THAT DOES YOU GOOD IN THIRTY SECONDS

GRAVES Beats the World For Quality & Value

Every Lady should write today for GRAVES DISPLAY of up-to-date Fashions illustrating the latest ideas in Ladies' Wear, all offered at money-saving prices. Wherever you live, our Keen Prices and Easy Terms are for YOU.

LINDEN This splendidly tailored Coat is produced in a durable quality Velour of an attractive fancy weave, and cut in the newest double-breasted style with smart collar and bold machine-stitched revers. It has a plain panel back, sloping flap pockets, and an all-round belt which is carefully machine-stitched and finished with a neat slide. Well lined throughout with Art. Silk Twill to tone. Shades: Bottle Green, Nigger, Navy, and Black. Sizes: S.S.W. to O.S. Busts: 32 to 38ins; Lengths: 46 to 50ins. Price **25/11**

Terms: 3/6 Monthly.



3/6 Monthly

WRITE FOR PATTERNS

Send today for range of Patterns Post Free. Newest Models, Coats, Costumes, Underwear, Frocks, &c., all in the newest styles. Ask for Patterns of any kind of garment required, and a splendid choice, with a self measurement form and particulars will be sent per return of post.

J. G. GRAVES LTD. SHEFFIELD

£50 in Cash Prizes MUST BE WON.

Turn to p. 39 and send in your entry in this simple Contest.

Use Snowfire Tablet

to protect hands from redness & painful chaps

3d. Family Size 7½d.
Soft Snowfire in tins 3d.

Acute Bronchitis -four days before his wedding!

—Report of an actual case.

"Thank goodness for my Best Man! When I was laid up with influenzal bronchitis, he was an absolute brick and saved the situation."

"I'll have you out of this in no time," he said. He brought me some Famel Syrup and made me promise to take it, while he attended to the wedding arrangements. To my surprise I began to mend from the first dose. The cough was easier and less painful."

"Just as he had promised, Famel Syrup put me on my feet with 24 hours to spare. The coughing died away wonderfully quickly and the best thing of all was that, thanks to the tonic in Famel Syrup, I didn't seem to lose strength. You can be sure that my bride and I have started married life right—with a bottle of Famel in the house."

Famel brand Syrup goes to the root of your cough. Try it to-day for Influenza, Bronchitis, or hard, rasping cough. Sold by all chemists, 1/6 and 3/- (triple quantity).

How to treat a WINTER COUGH

When the inevitable coughs and bronchitis come upon the scene this winter a good many people will be getting rid of them with surprising speed.

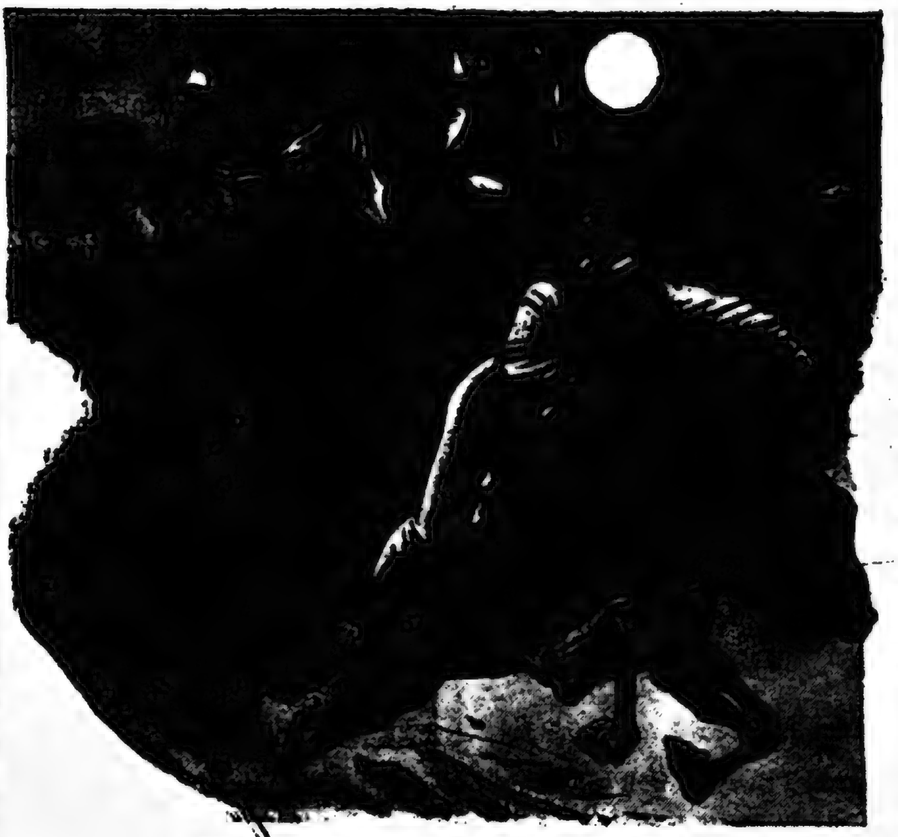
For doctors now recognise that it is possible to destroy the harmful germs which cause the trouble instead of just soothing the symptoms or "letting Nature take her course." How do they do it? The soluble Lactocreosote in Famel Syrup is carried to the lungs, where the germs are, *and in its presence the germs cannot live.* That is quite definite, and conclusive. The Famel Syrup goes to the root of the cough and removes the very causes of it, and at the same time the antiseptic properties of the Syrup stimulate the appetite and aid recovery. It soothes away irritation of the throat and chest, while its tonic properties help to rebuild your damaged health and strength.

After two or three doses of Famel Syrup the relief is obvious. The phlegm is looser, the coughing less frequent and less severe, sleep at night is easier and more regular. In two or three days the cough quickly subsides and disappears, instead of lasting weeks, or lingering on for the whole winter. Buy a bottle (1/6 or 3/-) now—from your chemist—and be prepared.

FAMEL *brand* **SYRUP**

Goes to the ROOT of your COUGH

Distributors: Wilcox, Jozeau & Co., Ltd., N.W.2



Petrified with fear, Marion galloped blindly down the path

GIRL For RANSOM

MY BIG STORY

By Registered Reader No. 300,283

as told to Conrad Phillips, who is visiting registered readers' homes and retelling their big thrill. £5 5s. is paid for each story published. This week's story is from Marion Heywood, of Littlecote, Flackwell Heath, Bucks

THE girl lay gagged and bound on the dirty floor of a hut in the gully. She was a slim, golden-haired girl, with wide, blue eyes. Her hair, like her riding habit, showed evidence of a violent struggle.

By the door a ragged Mexican sat on a box smoking a cheap cigarette.

Outside the hut seven horses were tethered to a pole, and squatting in the shade of a near-by tree, six more horsemen were engaged in throwing dice.

Presently a tall, square-shouldered white man appeared riding between steep, jagged rocks which bordered the trail leading to the hut. On his appearance the six Mexicans looked up.

The new arrival pulled up his horse and dismounted

"Hello, Pedro," he greeted the man with the moustache, who was evidently the leader of the group. "I've got good news. Roderigo has the guns. He wants you to join him in Tia Juana. The stuff is cached some distance out of town."

* * *

The Mexican preened himself.

"Thank you, my friend," he said. "But Pedro has other plans for to-night. Come with me."

He led the rider to the hut. The man at the door stood up and smiled.

"See here," Pedro said, pointing to the girl. "First I deal with this. She is more valuable than guns. I see Roderigo in my own time."

"Who is she?" asked the white man.

"I think her father veree reech." He raised his shoulders. "But I do not know yet. I 'ave wat you call intuition."

"You'd better let me talk to her," the other added, winking. "Take her gag out, and leave us alone. Spike knows how to handle 'em."

Pedro and the guard left the hut. When they were gone, the American bent down on one knee.

"You'd better talk fast, sister," he whispered.

"I was riding across the border when they grabbed me," the girl told him. "I am staying with friends—at a ranch on the American side near the border. My name is Heywood—Marion Heywood."

"You're English, aren't you?" the man asked.

"Yes. I've only been over here a few weeks on a visit."

"Well, you're in a tough spot. These hombres are bandits, and they think your father's a rich man. They're after ransom money."

"But my people are not wealthy."

"I'm afraid it will be hard to convince them of that. But keep cool. I'll call and see you again before we move off. Trust me."

He left the hut, and Pedro stood up and came over to him.

"You've made a mistake, Pedro," Spike said to him. "That dame hasn't got any money."

"I see, my friend, they never have. Well, maybe she have friends who pay. Yes? If not"—he paused and passed his finger across his throat—"if not, she say adios to thees world."

The American paled. He knew these men. They were desperados living for the day. For more than a year now he had smuggled arms to them, and they trusted him.

But he knew that they would as soon kill him as not, if they thought that he stood in the way of their gain. Although he was a gun-runner, he did not approve of kidnapping. He would have to move warily, he thought to himself.

"I don't blame you, Pedro," he said. "Kill 'em if they don't pay—by the way, are we pushing off to-night?"

"Si Señor, midnight."

The night was exceptionally bright. A full moon swam in a cloudless sky. As the bandits prepared to leave their hiding place, Spike went into the hut.

* * *

"Get the girl's horse ready, pronto," he ordered the guard.

"Si Señor," the Mexican obeyed, turning on his heel and disappearing through the door.

"Now listen," the American whispered to the girl. "I'm going to loosen your ropes." He knelt beside her. "When we get on the trail you must make a bolt for it. I will give you the signal.

"Immediately you see me raise my hat, you must turn left and gallop down the slope for all you're worth. You'll be well screened by the trees. Do it suddenly. It's your only chance."

Later when they were on the trail, a wind rose, rustling the trees that bordered their route. The bandits rode two abreast. Marion, in the middle, was escorted by the men who had guarded her in the hut. The gun-runner rode in the lead with Pedro.

They rode for nearly an hour through the night. As they rounded a bend, Spike took a coloured handkerchief from his shirt-pocket, raised his felt sombrero.

* * *

Marion wheeled her horse at right-angles to the trail, and digging her heels into her mount's sides, she dashed down the slope.

An excited shout from Pedro brought the party to a halt. Whipping their guns from the holsters they fired a volley in the direction of the escaping girl, and then set their horses in a gallop after her.

Marion was petrified with fear. With the wind in her face, she galloped blindly down the narrow, twisting path.

After five minutes' hard riding, her horse swung sharply around a concealed bend. The unexpectedness of the swerve threw her from the saddle into a clump of bushes which broke her fall.

Scrambling under the bushes, she waited with a thumping heart, while the bandits galloped past. When they were out of hearing, Marion left her hiding place and clambered down a steep bank.

Fifteen minutes later she stopped to rest. From the cover of the undergrowth she saw the bandits riding back, leading her riderless horse.

* * *

As dawn broke she came to a little hut in the foothills. Peering through the window she saw a bearded old man asleep in a bunk. As she reached to knock on the door, she collapsed in a heap. Fear and exhaustion had sapped all her strength.

The old prospector revived her with hot coffee, and when she had rested for a while in his cabin, took her across the border, where a garage man drove her safely to the ranch of her friends, some 30 miles away.

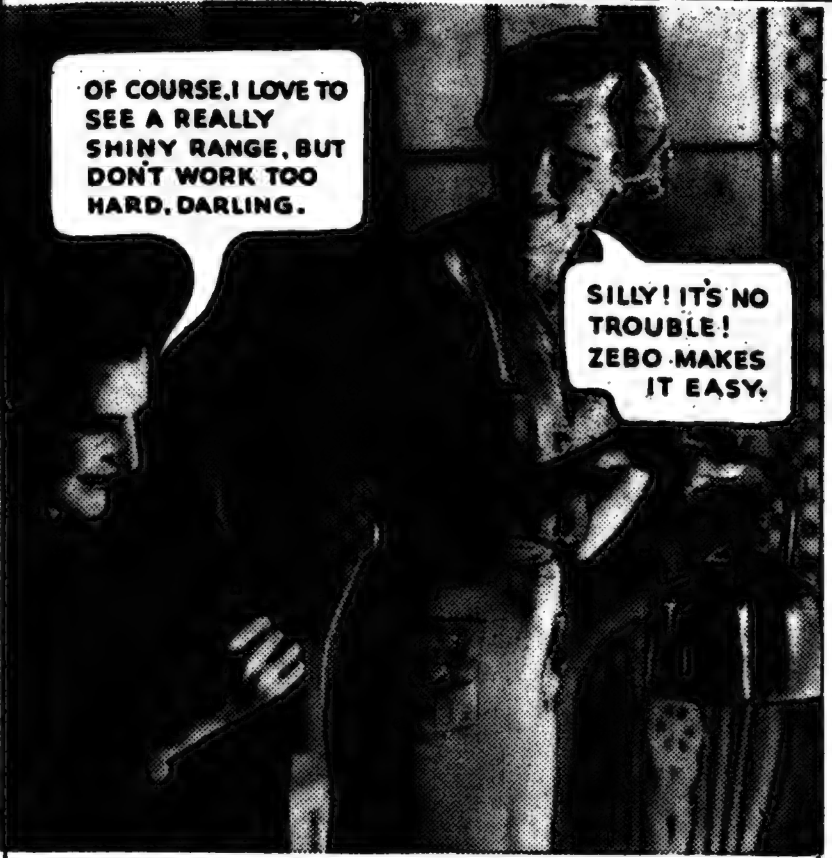
Marion, now back in England, has often wondered since what became of the man who saved her life.

Brandy...

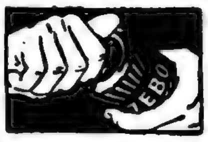
MARTELL

. . . has SO MANY USES

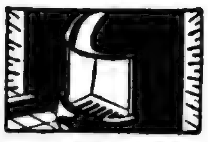
With a bottle in the cupboard you've a cellar in the house!


OF COURSE, I LOVE TO SEE A REALLY SHINY RANGE, BUT DON'T WORK TOO HARD, DARLING.
SILLY! IT'S NO TROUBLE! ZEBO MAKES IT EASY.

Zebo liquid grate polish has these advantages



1—**ZEBO IS EASIER TO USE.** All you do is shake a little Zebo on a cloth or brush, apply to the grate, give a brisk polish, and it's done. There's no need for elaborate preparations. Just unscrew the top and use this liquid polish straight from the tin.



2—**ZEBO GIVES QUICK AND LASTING RESULTS.** A little Zebo and the dullest grate shines and sparkles. And, remember, you can keep your grate bright and glossy all the week round by giving it a quick rub over with Zebo when you've cleared the ashes. It only takes a minute. That's the advantage of using Zebo.

SPECIAL NOTE. You'll be delighted to find how long a 6d. tin of Zebo lasts. Zebo's handy cap prevents it from drying up — so that you can use it to the last drop. There's absolutely no waste. Zebo saves time, too. It's so quick and easy to use.

RECKITT & SONS LIMITED, HULL AND LONDON

ZEBO THE MODERN POLISH FOR GRATES

"JOHN BULL" PAYS OVER £500,000

Already over Half a Million Pounds has been paid to registered readers under "John Bull's" Free Family Insurance Gift.

"JOHN BULL" is the only paper to pay FIRE, STORM & SICKNESS BENEFITS.

If you are not already registered sign the forms below to-day.

CUT HERE

JOHN BULL
Hand this Form to your Newsagent

To (Name of Newsagent)....................

Address ....

....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature....................

Address ....

....

....................Date....................

PLEASE WRITE CLEARLY.

J.B. 5 12 36

CUT HERE

Post this Form to
"John Bull," Registration Department,
128, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

....
Reader's Signature.

Age....................

Address ....

....

....

Name and Address of Newsagent....................

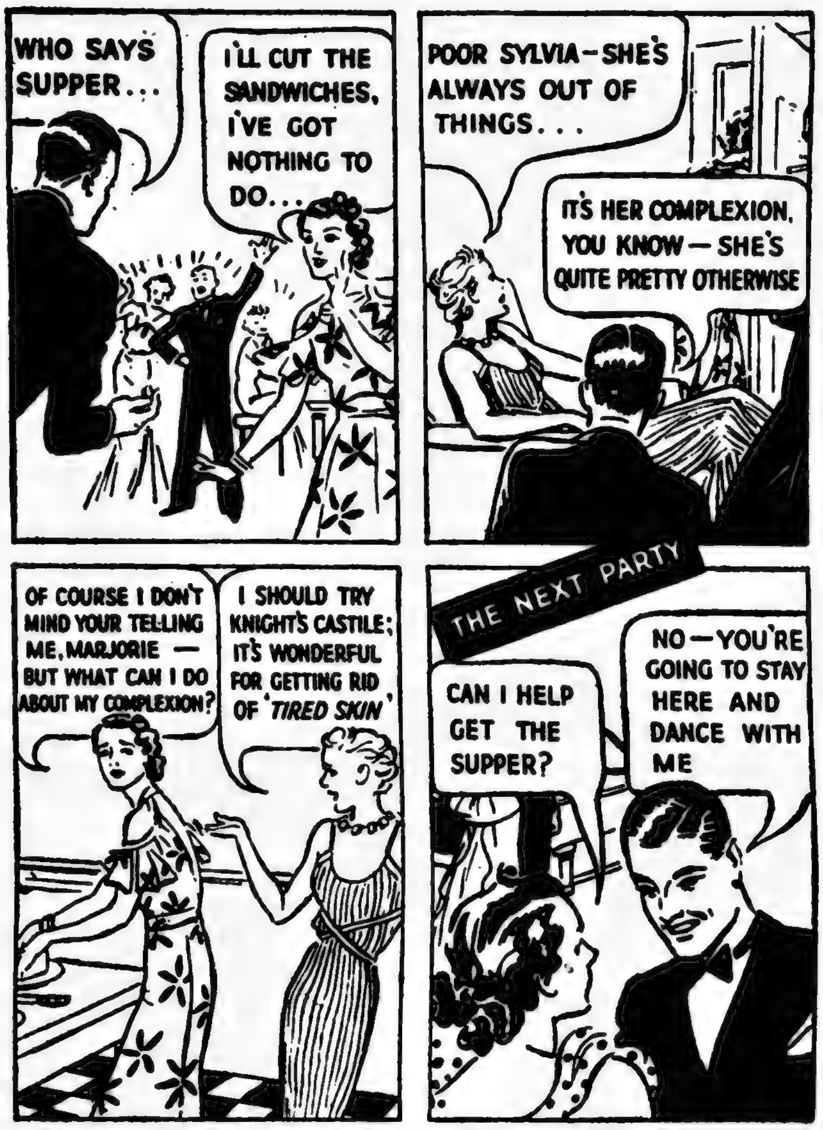
....

.... Date....................

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY. J.B. 5'12'36

Sylvia used to cut sandwiches . . . *now she's too busy dancing*


WHO SAYS SUPPER...
I'LL CUT THE SANDWICHES, I'VE GOT NOTHING TO DO...
POOR SYLVIA—SHE'S ALWAYS OUT OF THINGS...
IT'S HER COMPLEXION, YOU KNOW—SHE'S QUITE PRETTY OTHERWISE
OF COURSE I DON'T MIND YOUR TELLING ME, MARJORIE — BUT WHAT CAN I DO ABOUT MY COMPLEXION?
I SHOULD TRY KNIGHT'S CASTILE; IT'S WONDERFUL FOR GETTING RID OF 'TIRED SKIN'
THE NEXT PARTY
CAN I HELP GET THE SUPPER?
NO—YOU'RE GOING TO STAY HERE AND DANCE WITH ME

A pretty face usually helps a girl to popularity—and 'Tired Skin' usually holds her back. But don't be worried if your skin isn't as lovely as you'd like it to be; even if you work in the grimy city atmosphere all day long you can still have a fresh and lovely complexion. It's so very simple to counteract the effects of the stale city air. Use Knight's Castile—the soap that is specially made for the face. Long years of experience have shown Knights the exact blend of oils that will stimulate the skin to loveliness—Knight's Castile refreshes your complexion just as country air does, and gives it a new, vivid beauty. You can buy Knight's Castile Soap for only 4d a tablet, so start this wonderful complexion treatment to-day.

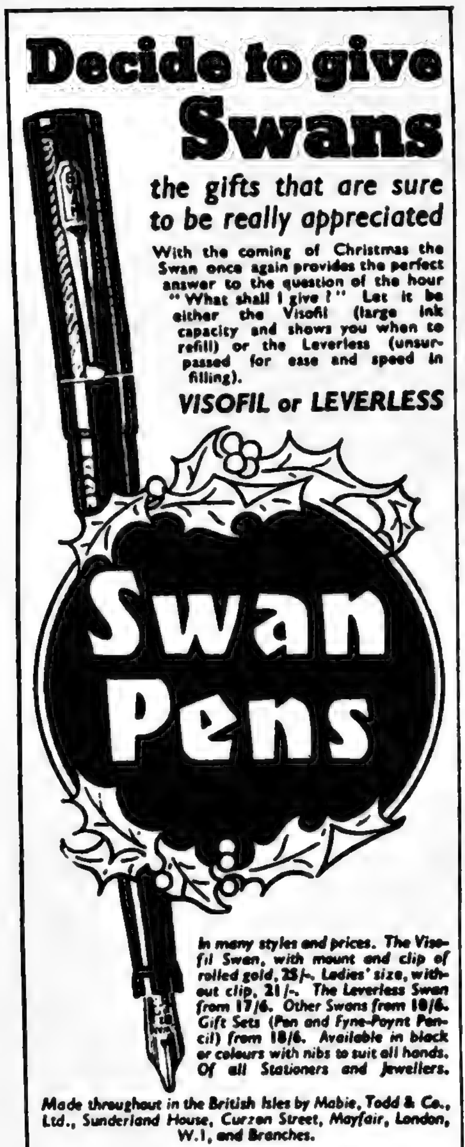
Knight's Castile
TOILET SOAP

Knight's Castile

SPECIALLY MADE FOR THE FACE

KC 187-264

JOHN KNIGHT LIMITED—SOAP MAKERS SINCE 1817



Decide to give Swans

the gifts that are sure to be really appreciated

With the coming of Christmas the Swan once again provides the perfect answer to the question of the hour "What shall I give?" Let it be either the Visofil (large ink capacity and shows you when to refill) or the Leverless (unsurpassed for ease and speed in filling).

VISOFIL or LEVERLESS

Swan Pens

In many styles and prices. The Visofil Swan, with mount and clip of rolled gold, 25/-. Ladies' size, without clip, 21/-. The Leverless Swan from 17/6. Other Swans from 10/6. Gift Sets (Pen and Fyne-Poynt Pencil) from 18/6. Available in black or colours with nibs to suit all hands. Of all Stationers and Jewellers.

Made throughout in the British Isles by Mabie, Todd & Co., Ltd., Sunderland House, Curzon Street, Mayfair, London, W.1, and Branches.

The *Quick* Way WITH

RHEUMATIC PAINS

Rub on this SUPER-STRENGTH OINTMENT

This treatment will make sure of instant relief! Get a pot of Musterole Brand Mustard Ointment. It is *super-strength*. It is the most powerful remedy you can buy, yet it will not burn or blister. Thousands who have been driven well nigh desperate with those agonising stabbing pains have found blessed relief from this agony in a jar of Musterole!

Because Musterole is so much more powerful and penetrating it costs a little more than ordinary preparations, but what are a few pence against the *certain* and almost instant relief from pain and discomfort that Musterole brings? Actually, you will find Musterole very economical because, owing to its great penetrating power, you need use so little at a time. A pot of Musterole in the house may save you and yours hours of pain and misery—it is equally swift and sure with coughs, sore throats, chest colds, muscular rheumatism, 'Flu (in thousands of cases it has prevented pneumonia), aches and sprains and congestion.

MUSTEROLE BRAND MUSTARD OINTMENT PRICE 2'6

SPOTTING THE CIRCUS

IT'S BIG BUSINESS NOW!

BEHIND the drop cloth which masks the arena entrance, the circus parade stands lined up five and six deep; tense, expectant. In front, the milk-white horses, befeathered and bell-caparisoned. On the leading file the spangled bareback rider, always beautiful, flexing her leg muscles in little trial leaps and springs for that first wild soaring entrance into the sawdust ring.

In row on row behind the horses stand the tumblers, the clowns, the "strong" men, leopard skinned; the "tall" men, poised negligently on their twenty-feet stilts. And behind them many more—stretching away through the tented caverns which hide the dressing rooms—jugglers, wire-walkers in diced tights lolloping sea-lions, trapezists, "almost human" apes and mathematical dogs, jaguars led on silver chains. . . .

Thirty seconds to go. . . :

By the switchboard with its coloured lights and buttons controlling the "limes," the spotlights, the curtain and the orchestra signals, stands the ringmaster, giving a last measuring glance along the parade.

His gaze steadies on an empty space in the parade. Then—"Where's that 'auguste'?" he bawls. And down from the dark aisles leading to the dressing rooms comes running "auguste"—clown's foil—with his jacket back to front and battered topper—known by that trade name the circus world over. And late as usual—just as he is in the ring, where his job is always to see the joke too late.

A last glance and then a warning shout from the ringmaster. Then in goes his finger to the switchboard. Up go the lights. . . . Another jab—and crash goes the band; banging drum and clashing cymbal and blaring trumpet drowning the thousand voices "in front."

Another jab—and up goes the curtain in a blaze of light. Out goes the parade on a bursting tide of colour and sound and triumph, galloping, leaping, tumbling, wheeling.

And so begins another circus year. At Christmas it begins (as it should) and dies a dusty death in mid-summer fields. "In with the holly and out with the blackberry"

That was the circus phrase in the early days of the Sangers, Bostocks, Hannefords, the Ginnetts, Fossetts, Duffys and others of the sawdust dynasties.

But though that saying still holds good, the circus itself and its business has altered. It has staged a come-back in the teeth of the cinema, radio, non-stop revue and all the other forms of spectacle and sophisticated entertainment. And it could not do so by providing the same old "family" shows year after year, seasoned with freaks and cage-bred menageries.

The circus has had to "get going"—to organise itself on the "big business" lines of its competitors. To-day, it scours the ends of the earth for new talent by aeroplane and cable. The living wagon has given place to streamlined coaches.

It pays big money. The exceptional artist is no longer hired for "a tenner a week and what you can make from postcards." He or she draws a salary comparable with what Elstree or Hollywood would pay.

The circus shows you will see in the next few weeks were actually begun last spring!

The circus shows you will see entering the ring this Christmas are now in the full throes of assembly and rehearsal. But they really began months ago, in the Spring and early summer, with journeys undertaken by "talent spotters" and circus directors to America and all over the Continent.

Flying his own aeroplane, Mr. Cyril Mills, who books the "acts" for his father's circuses, set off on a first tour of the Continental Spring and summer shows last May. His trip took him to Paris, Lille, Rotterdam, Brussels, The Hague, and Berlin. He saw scores of shows and hundreds of acts.

In search of something new for Olympia and for the British summer shows next year, he visited all the permanent circuses in these big European cities, and then cine, variety and vaudeville shows, and sat up in cabarets till 4 a.m. In between he visited small country fairs in France, Belgium and Holland.

It is a grim business this search for new talent. There is no place, however obscure, that the talent spotter can afford to miss. For it has often happened that a world-beating act—a gold mine from the big showmen's point of view—has been found doing his act (or something with the germ of greatness in it) in some one-horse fair in towns scarcely on the map.

Cubanos, for instance, whose great act a year or two ago was to come whirling down to the audience from a broken trapeze, was "found" performing in a tiny place in Holland. He had never been in any of the big circuses in the capital cities.

Charlie Rivels, who now earns £500 a week with his Chaplin act on the trapeze, was discovered in a small travelling fair in Spain, where he was hardly earning as many shillings.

These act buyers for the circuses travel to a carefully worked out timetable in their search for talent. In Paris, for instance, the programmes of the permanent circuses like the Alhambra are always changed on a Friday night. And the British manager times his arrival for Thursday night, so as to see both the old show and the new one.

One manager's travel diary for a single fortnight last August shows that he began at The Hague and Rotterdam, and then flew up to Denmark to see a "perch act" that he had heard about. (A perch act is one of those balancing affairs where one performer does gymnastics at the top of a long pole which is held on the other performer's chin or in a body harness.)

From Denmark he flew down to Berlin and from there to Leipzig (for the autumn fair)—thence to Dresden and Vienna. Still looking for "something new for Christmas," he went on to Prague, Budapest, Belgrade, Sofia, and Bucharest. After that, back to Germany to the Nuremburg fair and home *via* France, through Valenciennes and Amiens.

At the same time as Europe is being covered, other managers are scouring America, from Coney Island west, through all the State fairs which are held in the U.S. every year. Others are in the East and in Russia, for the circus is world-wide. And only in about one show in twenty does the spotter find what he is looking for.

Sometimes he gets "caught." A season or two ago a famous performing troupe of sixty horses owned by a man named Truzzi was hired in Leningrad for a British Christmas circus.

It was an expensive deal.

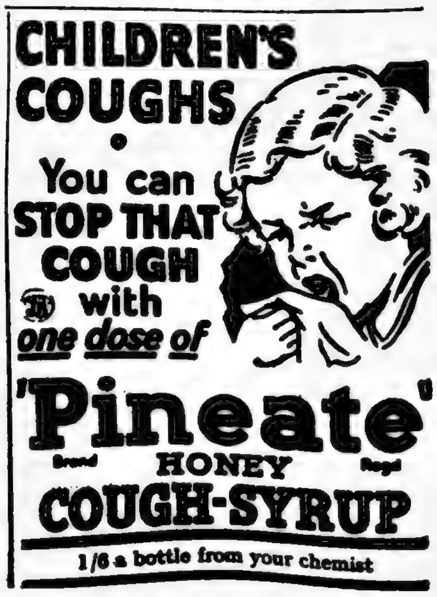
Then, three weeks before the show was to open, and after all the show-bills had been printed, a message came that the Soviet Government demanded a £1,000 "bond" before they would let Truzzi leave Russia. Truzzi had embraced the Bolshevik faith and they wanted the money as a guarantee that he would come back.

Next, a week later, came a cable saying that Truzzi and the horses were aboard ship, but the Soviet wanted £300 as a fee for an icebreaker to smash a way out to the Baltic. The circus frantically sent off the money at once—only thankful that the Soviet had not asked money for *two* icebreakers.

Items like that are only a few of the problems which the circus has to cope with. A big circus runs banking and transport departments, and liaison agents in every large city expressly to deal with them. And a fun fair department which can trace a new horror like the "Rocket Train" half across the world and then find engineers to redesign it so that it is portable and can be erected and taken down again within a week.

And on top of all this run wage bills of £6,000 a week and as much again in expenses. The days of the circus manager who was all moth-eaten fur collar and sweeping moustaches, whose only equipment seemed to be his wits, a long whip and a large black cigar, are gone for ever.

To-day he dresses like a stockbroker and uses the aeroplane, wireless and the teleprinter. So, when you see the parade sweep out into the sawdust ring this new circus season, remember—behind it stands Big Business.



CHILDREN'S COUGHS

You can STOP THAT COUGH with one dose of

'Pineate' Brand Regd HONEY COUGH-SYRUP

1/6 a bottle from your chemist

SUN-STARVATION ?

From the health point of view the lack of sun last summer is likely to have serious consequences. The health-giving rays of the sun restore frayed nerves, increase the supply of vitamins which promote stamina and vitality, and the most important of all, build up your power to resist winter illnesses. Without sufficient summer sunshine your body becomes sun-starved and unfit to face the winter. For a sun-starved body there is no finer tonic than PHOSFERINE. It makes good your powers of resistance, it nourishes and renews your nerves and it recharges you with vitality. You cannot have sunshine whenever you want it, but you can have PHOSFERINE—for your health's sake take it whenever you are feeling depressed or run down.

40% (THAT IS 58 HOURS) LESS SUNSHINE

WAS RECORDED DURING SEPTEMBER THAN EVER BEFORE SINCE 1880—

making the sixth month this year in which sunshine recordings were below the average!

PHOSFERINE REPLACES LOST VITALISING POWER

Mrs. S. Riley, writes :—

"Owing to the lack of sunshine my nerves were in a very run-down state last Spring and in the early Summer. Phosferine improved my health wonderfully. At the first sign of headache or nerve pain, I take a few doses of Phosferine which puts me right in a few hours."

15 North Minden, Deepcut, Hants.

PHOSFERINE

BRAND TONIC

The Greatest of all Tonics

for	for	for	for
DEPRESSION	BRAIN-FAG	INFLUENZA	ANAEMIA
HEADACHE	NEURALGIA	RHEUMATISM	DEBILITY
INDIGESTION	SLEEPLESSNESS	SCIATICA	NEURASTHENIA

From Chemists, TABLETS or LIQUID, 1/3, 3/- and 5/-

The 3/- size is nearly four times the 1/3 size; you save almost 2/-

WARNING. The public is warned against purchasing worthless imitations.

WAKE UP YOUR LIVER BILE

without Calomel—and you'll jump out of bed in the morning full of vim and vigour

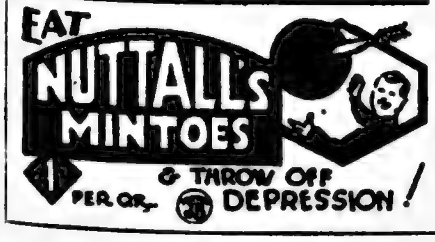
The liver should pour out two pints of liquid bile into your system daily. If this bile is not flowing freely, your food doesn't digest. It just decays inside you. Gas bloats up your stomach. You get constipated. Your whole system is poisoned and you feel sour, sunk, and the world looks punk.

Laxatives help a little, but a mere bowel movement doesn't get at the cause. It takes those good old Carters Brand Little Liver Pills to get these two pints of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carters Brand Little Liver Pills. Stubbornly refuse anything else. 1/3d. and 3/-.

Help in Woman's Time of Trial

A WOMAN can banish those depressing 'fortyish' symptoms of dizziness, hot and cold flushes, etc. Read how, in the Free Leaflet that will be sent to all readers applying to

KERBINA, 20, Grosvenor Place, LONDON, S.W.1.



INSTANT RELIEF FROM

PILES

Few complaints cause more pain and distress than Piles. Apart from the physical disability, there is always the mental strain of endeavouring to keep the trouble secret as long as possible. Sufferers will not frankly seek advice for Piles as they would for other ailments, yet it is such a simple matter to cure the trouble easily and painlessly in the privacy of one's own home. The MAGIC BRAND PILE CURE—a doctor's formula—will instantly relieve the pain and irritation of swollen piles. Its soothing action will reduce protrusions, check hemorrhage, and rapidly heal, no matter how bad the condition.

Mr. P. Hale, of 31, Bradley St., Cardiff, writes :—" I have much pleasure in reporting a complete recovery after using your MAGIC PILE CURE. Words cannot praise this wonderful remedy enough. I had suffered from Piles for two years, had tried everything, and spent pounds trying to get ease from my suffering—all without result. Now, within three weeks of trying your MAGIC PILE CURE all pain and swelling has gone. It is hardly credible, unless one has suffered from rectal trouble, to appreciate what your cure has done for me in so short a time. It is, as you claim, a 'magic' cure for all rectal troubles, so easy, clean and dependable. I consider it worth its weight in gold."

The MAGIC PILE CURE has been used and recommended for more than 25 years; there is nothing "just as good" for the treatment of internal, external, blind and bleeding piles. It relieves where all else fails. For a generous FREE SAMPLE send a postcard to : MAGIC LABORATORIES, MN5, New Court, Farringdon St., London, E.C.4.

Cut this out and POST

BENSON'S

THE ORIGINAL FIRM FOUNDED A.D. 1749
62 & 64, LUDGATE HILL, LONDON, E.C.4

Please send me, post free the illustrated catalogue(s) I have indicated, together with full particulars of your 'Times' System of Monthly Payments.

- ☐ A Pocket Watches, Chains, etc.
- ☐ B Wristlet Watches
- ☐ C Rings & Jewellery
- ☐ E Plate, Cutlery, etc.
- ☐ F Clocks

☞ Please put a X against Catalogue(s) required.

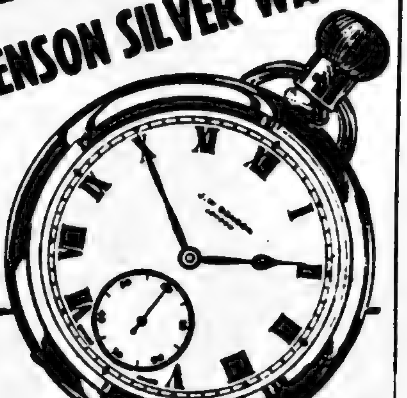
J.B. 5-12-36

NAME ....

ADDRESS ....

....

THAT'S HOW YOU GET A BENSON SILVER WATCH for 3/- DOWN

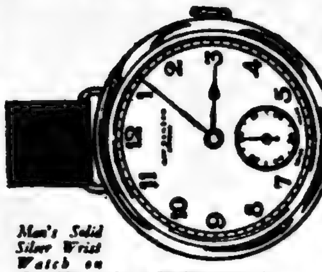


Benson's Solid Silver 'City' Watch £3.5.0

YOURS FOR 3/- DOWN

Your first step towards owning either of the solid silver watches shown here is to post the coupon above. Both these watches are fine timekeepers, fully-jewelled, absolutely reliable in hard daily service, and guaranteed for accuracy by Benson's. **Become the proud possessor of either watch for 3/- with order.** Balance of cash price of £3.5.0 is payable in 12 monthly sums of 5/- and final sum of 2/-. No interest. Post coupon TO-DAY for FREE Pocket or Wrist Watch Catalogue and Special Order Form.

OTHER BENSON OFFERS. *Benson's pocket or wrist watches, chains, clocks, rings, jewellery, silver, plate, cutlery, toilet requisites, etc., may be purchased on easy monthly terms at cash prices. Post coupon for catalogues or call at Benson's Showrooms in Ludgate Hill.*



Man's Solid Silver Wrist Watch on Crocodile, Suede or Pigskin strap £3.5.0

YOURS FOR 3/- DOWN

It's the DAILY POLISH with "CHERRY BLOSSOM" *that keeps shoes so much smarter*

CHERRY BLOSSOM BOOT POLISH

A polish as bright as patent leather; welts, seams and uppers protected from the wet, and a preservative finish that ensures longer wear and keeps shoes supple and comfortable; these are some of the great advantages of the daily use of Cherry Blossom Boot Polish.

Polish them DAILY with CHERRY BLOSSOM BOOT POLISH

It only takes a minute and keeps shoes at their best

In Black, White, Brown, Tonette and Dark Tan Stain. Tins 2½d., 4½d. and 6d.

CB.CK.3

STOMACH PAINS

DISSOLVED!

'For four years I have been in agony, being doubled up with pain after eating, and practically every night I have had to get up owing to bile. A fellow club member asked me to try Rennies, which I did, and to-day I am a new man. Instead of being unable to face any food, I want my food, and have no discomfort whatever and feel that life is worth living.'

Nov. 17th, 1936. J. H. S., Colwyn Bay.

Digestif Rennie Pastilles go to the root cause of indigestion in a way that has never been done before. They contain antacids which neutralise excess acid—the cause of nearly all digestive disorders. When excess acid has been neutralised indigestion *simply cannot start*. And in the marvellous Digestif Rennie formula there are also absorbents to free you of stomach gas, and ferments which *actually help to digest food*. End your indigestion once and for all with this amazing new scientific discovery. Digestif Rennie Pastilles are pleasant to take and they're handy; each one is individually wrapped in waxed paper. Digestif Rennie Brand Pastilles the new prescription for indigestion, are obtainable from your own chemist. Trial size 6d. Family size 1/9.

DIGESTIF RENNIE

Digestif Rennie

You suck it like a sweet

"Every Picture tells a Story"

Keep off the Sick List

Weak Kidneys cause Backache Rheumatism-Sciatica Lumbago Urinary Disorder

TO ESCAPE the harmful effects of weak or sluggish kidney action it is wise to take Doans Backache Kidney Pills without delay. This special kidney medicine stimulates the action of the delicate kidneys, so that harmful poisons and waste are filtered away. Pains in the back, bladder weakness, disturbed nights, stiff muscles and joints and swollen limbs, nerve pains, and other kidney troubles will vanish when rich pure blood is again nourishing the system. Men and women alike can take Doans Pills with confidence. Their merit is proved by the published testimony of 50,000 grateful users.

Get rid of Kidney Troubles.

Ask Your Chemist for

1/3 3/- 5/-

DOANS Backache Kidney Pills

Human Documents By Philip Inman

PARENTS Ashamed Of SEX

Often a young woman's plight—the homeless, unmarried mother—is traceable to the reticent attitude of her parents

SOME parents are moral cowards. They allow their children to go out into the world completely ignorant of what we call the "facts of life."

Only the other day a girl of eighteen came to see me. She wanted to know if she could have her baby in the hospital with which I am associated. Under a promise of marriage a man had betrayed and then deserted her.

"I blame my mother," this girl said. "She should have told me." Then she added, "But my father died leaving seven of us, and I suppose she had enough to do."

The laxity of that mother is partially understandable. But there is no excuse for the husband of one of my correspondents. She writes:

Our eldest boy is fifteen years old and he is determined to join the Air Force. We have tried to put him off, but he seems so keen that we now think the best course is to let him follow his own inclination. He has always been sheltered in the home, and I am sure he knows nothing of the dangers in life. I have often asked his father to talk to him, but he says, "Let him find out for himself—nobody ever bothered to tell me."

As the boy will shortly be leaving home, I am getting very worried, as I know of the risks from certain dreadful diseases. I should be so grateful if you will advise me how to deal with this problem.

NOW this woman is obviously referring to venereal disease. And she is right in her concern for her boy. But I have always held that in the majority of cases women are far more sensible than men on questions of this kind.

But for the life of me I cannot understand a father, who says bluntly, "Let him find out for himself." There are parents who are most punctilious in warning their children of the dangers of, say, catching cold, and yet they remain silent about infinitely greater evils. And because of that reticence many a life has been ruined.

I recently came across a number of excellent pamphlets dealing with this question. They are written in simple straightforward language and can safely be given to young people.

And here is a letter from another mother. But in this case she is anxious about her daughter:

Our little girl (she says) is now eleven years old, and it has always been my desire to keep her young and innocent for as long as possible. She is at present attending a council school, and the other afternoon, when she arrived home, she startled me by saying, "Mummie, I know where babies come from." By questioning her I discovered that some of the other girls had been talking about these things, and it made me feel very angry.

Do you think it would be a good thing to take her away from this school and send her to a little private one near here, where there are no nasty-minded children? To do this would mean rather a heavy sacrifice, as my husband does not earn a very big wage, but I will gladly take any step to protect her.

"To keep her child young and innocent." That is this mother's desire. But is she sure she will achieve it simply by changing her daughter's school? And if it is possible, is it advisable?

The child's curiosity has been aroused by what she has already heard. It can only be satisfied in one of two ways. This mother must resort to the old fairy tales that babies are born on gooseberry bushes or brought in a little black bag by the doctor. Or she must tell her the simple truth. And I strongly advise the latter course.

IF the story has to be told, far better let it come from the mother herself. Otherwise the child's mind may be filled with distorted and garbled ideas.

And, after all, why should she not be told the truth? It is so simple to do so, and far more satisfactory.

Take her out into the garden and talk to her about the plants and the flowers. Walk through the fields and show her the lambs, the calves and the foals. And from that stage it should be easy to go on to the beginnings of human life. If this woman finds any difficulty in talking of these things, I advise her to read the reply I have sent to my next correspondent.

This letter comes from a father, who tells me:

I had a very good wife, but unfortunately she died six months ago and left me with four young children—a daughter aged fourteen, and three boys of twelve, nine and six. I have been unemployed for some time and I only receive thirty-four shillings a week from the P.A.C. You will therefore understand I have to be very careful to make ends meet.

Since my wife died, I have looked after the house, doing the cleaning, cooking and washing, and I have also cared for the children, as it was always their mother's wish that they should be tidy and respectable to go to school as well as to Sunday-school and church.

Now my private problem is that sometimes I sit down and worry about my daughter. You see she is reaching the age when she should be told and warned of the dangers in front of her. I could explain these things to my boys, but I feel it requires a mother to talk to a girl. I should add that my daughter, although one of the best, is not one of strongest, and I am naturally worried about her future. Since I lost my wife it has been a hard and lonely fight for me.

My readers will, I know, share the sympathy I feel for this man in his bereavement. It must be a hard task to bring up a family under the conditions which he describes.

WITH regard to his particular problem there are two courses open to him. As she is still at school, could not my correspondent write to her school mistress and ask her to have a frank and friendly chat with the girl? Or the Sunday-school teacher might be willing to undertake this duty.

The second course is to allow his girl to read some of the many delightful books that are published to-day. With his meagre income I appreciate that £ s. d. is an important factor. But that need not disturb him unduly, for these publications can be purchased for a few pence. I have recommended suitable ones to this man, and I shall be glad to do the same for any other reader.

Send your private problem to "Humanist," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. Letters sent to Mr. Inman at any other address cannot be dealt with. £1 1s. will be paid for each letter quoted.

The Torrent

IT was only a small kitchen boiler-fire with hardly any appetite at all for fuel—but it was amazing what it did for the Staffordshire family it served.

It kept the kitchen cosily warm in the hardest weather, aired the linen that was stacked high in an upstairs airing-cupboard, and could he be relied upon to turn quite a lot of domestic rubbish into heat.

For years it did its work faithfully and well, to be let down, at long last, as so many of those domestic boons are, by the pipes it served.

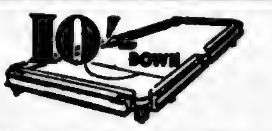
The sudden hiss of scalding water told that a section of pipe had burst. After that, more water came down in a steady torrent, damaging furniture and furnishings, while a frenzied hunt was conducted to find the tap that would turn it off.

Then, before it could be cut off at its source, the ceiling collapsed.

To whom can a family turn in such dire misfortune? The answer in this case, as in so many others, is: "To JOHN BULL."

Because the householder had qualified for the protection of our unique free family insurance scheme, by the simple act of signing a coupon, we sent them a cheque covering the household damage resulting from the bursting of the hot-water pipe.

The coupon is reprinted to-day on page 35. Worth your while to turn to it—and act.



BILLIARDS

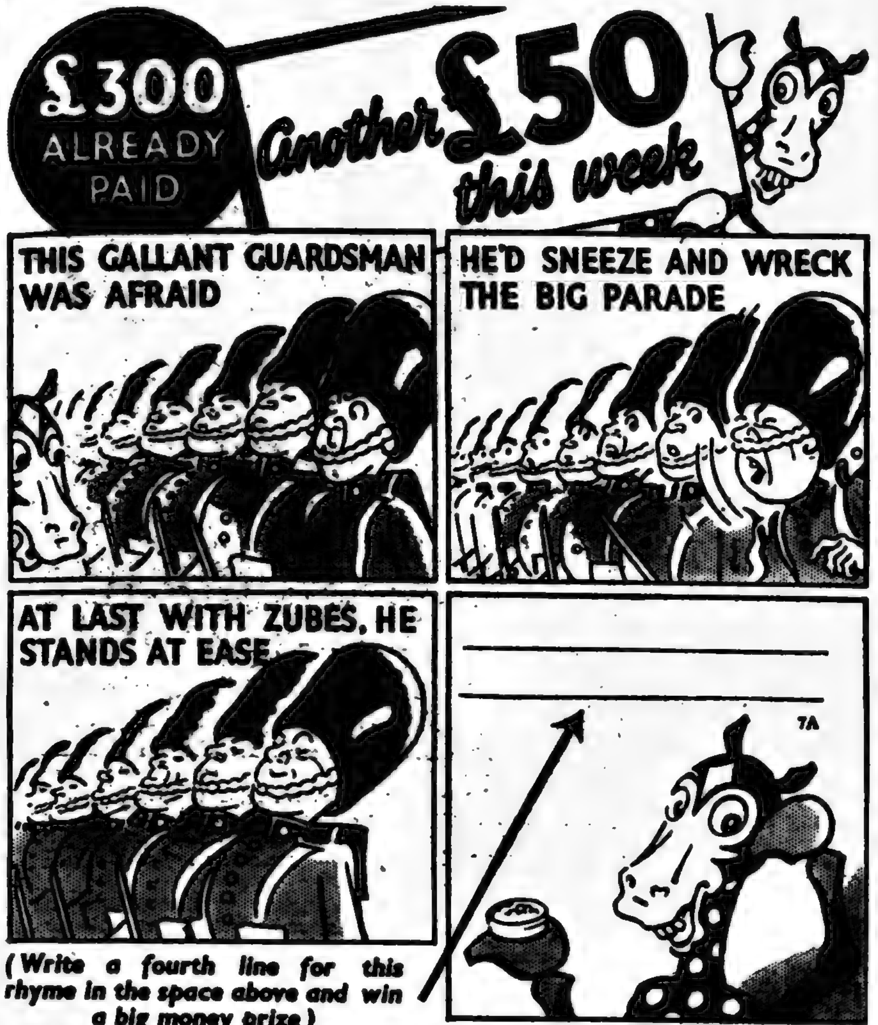
BALANCE MONTHLY

Size	Deposit	5 Payments of	CASH PRICES
5 ft.	10/-	9/6	50/-
4 ft. 6 in.	7/6	8/-	42/6
4 ft.	7/6	6/-	35/-
3 ft. 6 in.	5/-	5/-	27/6
3 ft.	5/-	4/-	22/6

Complete with 2 Cues, Marking Board, Level and three 1¼ in. Balls. DELIVERED FREE.

JELKS BILLIARD TABLE BUILDERS

W. Jelks & Sons Ltd., 263-293 Holloway Road, N.7.
Phone: NORTH 2747 (6 lines)


£300 ALREADY PAID
Another £50 this week
THIS GALLANT GUARDSMAN WAS AFRAID
HE'D SNEEZE AND WRECK THE BIG PARADE
AT LAST WITH ZUBES, HE STANDS AT EASE
7A

(Write a fourth line for this rhyme in the space above and win a big money prize)

A bright last line to the verse above can win you £25, £10, £5, or one of the 20 prizes of 10/–, in this quick, easy contest. Have a shot at it! Send your last line, together with your name and address and the wax paper disc from a tin of Zubes (or one of the bags in which Zubes are sold loose) to Dept. 7a, Zubes Rhymes, Sunnydale, Derby. Send in a line that will win the judges' votes! Their decision is final. Closing day for entries is Dec. 12. Names and addresses of winners will be published in "The Leader" Dec. 29 or can be obtained by sending a stamped, addressed envelope to the address above. Another competition will appear in this paper next week. Don't miss it; and don't miss the winter protection that Zubes will give you. By sucking them regularly, you avoid throat huskiness and hoarseness and face winter weather with glowing confidence.

Hoarse? Go suck a Zube

In flat tins 3D. and 6d.

Loose 2½d. per ounce

ZUBES

Zubes are best for throat and chest

GOOD IT'S MASON'S

GOOD IT'S MASON'S

POST FREE. This case contains three trial bottles of Mason's Wine Essences, Ginger, Orange and Black Currant. Each bottle contains enough essence to make a full size bottle of delicious wine. The case will be sent post free to all who send name and address and 9d. to:—

NEWBALL & MASON LTD., NOTTINGHAM

Cut out this coupon and post to-day.

COUPON

I enclose 9d. in stamps and would like to sample your Ginger, Orange and Black Currant Wine Essences.

Name & Address in Block Letters ______________________

____

______________________ Dept. 61

How Extraordinary!

Did you know that Seccotine, the world famous adhesive, can be used for renovating linens, laces and all washable fabrics? The results are extraordinary! But it must be Seccotine. In tubes everywhere, 4½d., 6d., and 9d.

Free descriptive booklet from Dept. J.B.

M'Caw Stevenson & Orr Ltd., Belfast.

SECCOTINE

THE DOUBLE STRENGTH ADHESIVE

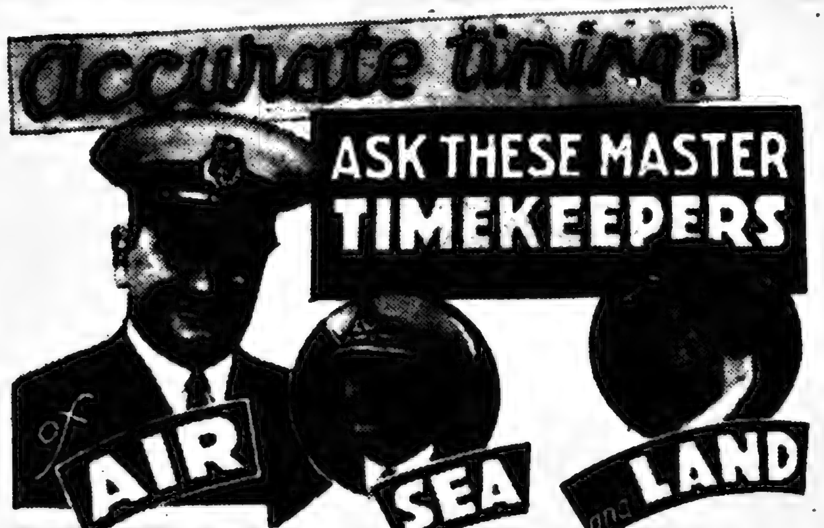
ASTHMA

If you want relief from spells of hard breathing, choking and wheezing that makes you gasp for breath, try Himrod's Cure. It has brought relief to sufferers for over sixty five years.

IT PAYS TO BUY THE BEST

Insist on the genuine

HIMROD'S CURE



All these Master Timekeepers use and approve Services Watches:—

CAPTAIN L. A. WALTERS, Imperial Airways Master Pilot No. 1.

CAPTAIN R. B. IRVING, R.D., R.N.R., O.B.E., Commander of R.M.S. "Aquitania."

MR. BEN GLASGOW, when driver of the famous "FLYING SCOTSMAN."

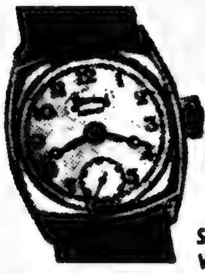
Photos by permission of Imperial Airways, Ltd., Cunard Steamship Co., and L.N.E. Rly. Co.

EQUIP YOURSELF WITH A SERVICES WATCH!

Although used by men to whom seconds are vital, these smart modern watches are far from being the most expensive to buy. Post the coupon for illustrated lists and see for yourself the magnificent value available at prices from

5/- to £5.

List No. 1, Sports Watches; 2, Chronographs; 3, Alarm Clocks. 4, De Luxe Watches.



Services

GUARANTEED FOR 2 YEARS

SHOCK PROOF SPORTS WATCHES

AIR WRIST. *Shock and Vibration Proof: Dust and Damp Proof. Lever movement. Chromium Finish. Complete with Strap,* **20/-, post free.** *Luminous 22/6*

TO THE SERVICES WATCH CO., LTD.
(Dept. J.B.1), LEICESTER.

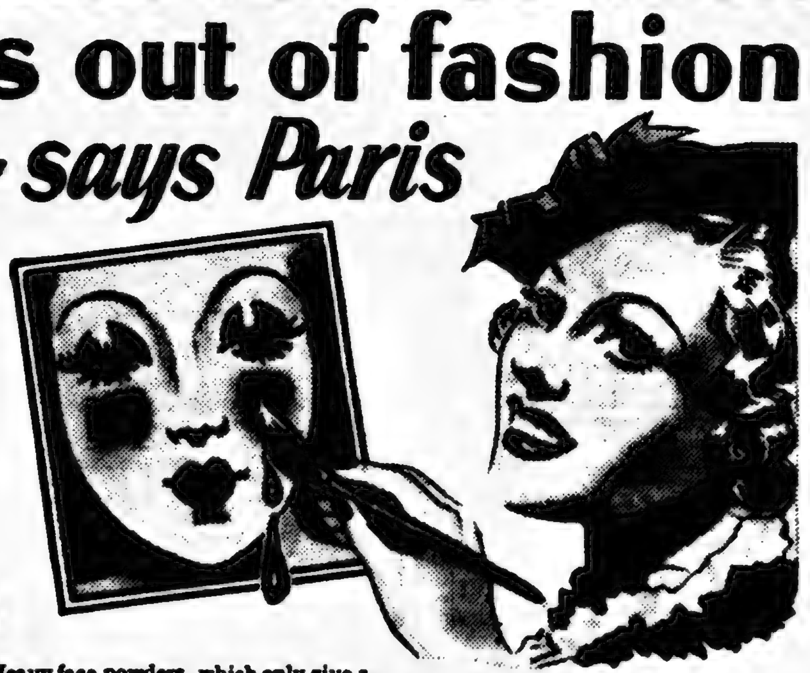
Please send me Catalogue No............

NAME ....

ADDRESS......................................

....

That 'Painted' look is out of fashion —says Paris



Heavy face powders, which only give a 'made-up' look, are completely out of date. Among smart women in Paris to-day, 'air-floated' powder is all the rage. A powder so fine—spreads so smoothly—that it covers the skin with an invisible film of beauty.

The 'air-floated' process is the amazing new way in which Poudre Tokalon is made. Whirled by powerful currents of air at hurricane speed! The powder is ten times finer and lighter than ever before thought possible. Gives a most fascinating girlish complexion which is perfectly *natural looking*. And because it is 'air-floated', Poudre Tokalon *cannot* contain gritty particles to clog the pores. Clings tighter—*longer*—than any powder before known. All day long in wind and rain; during a long evening's dancing in the hottest room; it keeps your complexion fresh, lovely and free from shine. Poudre Tokalon—the 'air-floated' powder—is something new and entirely different. See for yourself the lovely 'matt finish' complexion it can give you. If you are not delighted with results, money refunded. 6d. and 1/- everywhere. By special arrangement with the manufacturers, any woman reader of this paper may obtain a de luxe Beauty Outfit containing five shades of the new Poudre Tokalon so that she may test them for herself. The outfit also contains Crème Tokalon Skinfoods for both day and night use. Send 3d. in stamps to cover cost of postage, packing, etc., to Tokalon Ltd. (Dept. 222W.), Chase Road, London, N.W.10.

Bronchial Cold almost cost young Bobbie's Life!

I WAS BAD – IT WAS ALMOST HOSPITAL FOR ME. THEN DADDY RUBBED ON VICK– IN 3 HOURS I WAS BETTER

Bobbie's mother, Mrs. Golland, Asfordby St., Leicester, says: "It was wonderful how Vick eased his breathing, let him sleep, broke the back of the cold. It truly saved a hospital trip—and his life."

The 3-MINUTE VICK MASSAGE Breaks up most colds Overnight

Simply rub Vick brand Vapour-Rub on throat and chest, and on the back—between and below the shoulder-blades. Then spread it thick on the chest and cover with warm flannel.

No Waiting—Acts Instantly

The brisk massage starts Vick working through the skin like an old-fashioned poultice. Even before you finish rubbing, the chest and back feel warm and comfortable as Vick begins to "draw out" tightness, break up congestion.

At the same time, warmed by the body, Vick releases its powerful medicated vapours. Breathed in for hours, 18 times a minute, they clear the air-passages, make breathing easy again.

Relaxed and comfortable, the patient soon sleeps. And Vick's double action keeps on working for hours, breaks up most colds by morning.

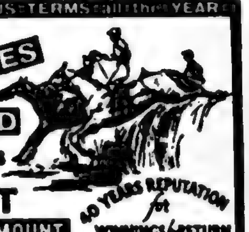
Now Improved— WHITE, STAINLESS **VICK** BRAND VAPOUR-RUB

★ *Every Post a Winning Post!* ★

BETS by POST WE PAY ALL POSTAGE

National Hunt Season

SAME GENEROUS TERMS all the YEAR



FIRST FAVOURITES ACCEPTED as SINGLES, DOUBLES & TREBLES

NO LIMIT

1/- up to ANY AMOUNT

40 YEARS REPUTATION for WINNINGS & RETURN

Send for the SPORTSMAN'S COMPLETE SERVICE RACING FOOTBALL GREYHOUNDS

LETTER COMMISSIONS bearing a time stamp not later than the set time of any race will be on at **FULL STARTING PRICE** or Totalisator Returns as desired

In accordance with rules.

Registered Letters must be posted overnight.

Send Your Bets to the Big Two

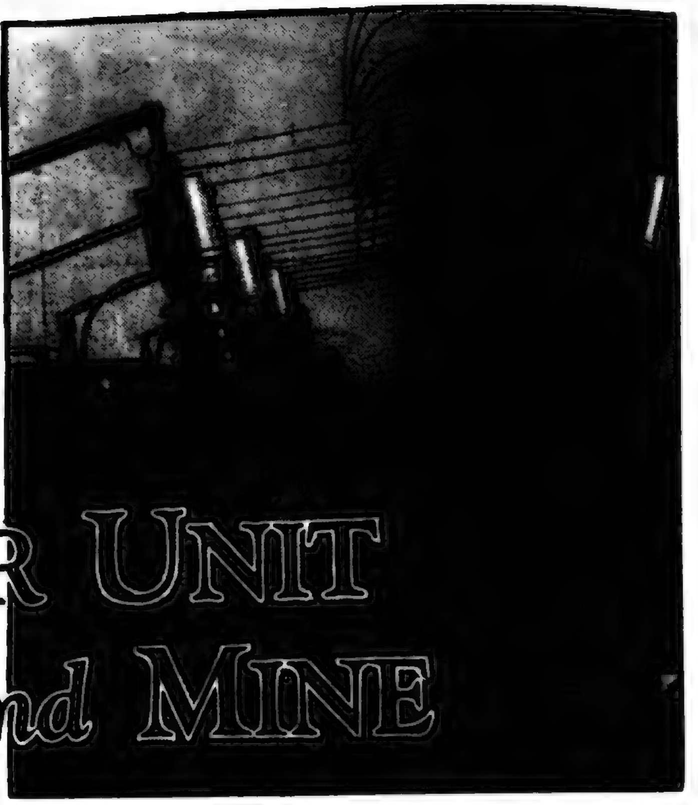
Please send me particulars of your service.
I am over 21 years of age.

Name ....
J.B 5 12 36
Address ....
Town ....
County ....

THE BIG TWO

DAVID COPE
& ALFRED H. MAURICE LTD
227 BATH ST. GLASGOW C2
Send for our Weekly Lists

YOUR UNIT And MINE



The electric grid system could benefit everyone, and Parliament must see this is done, instead of tolerating the present state of muddle

FOR one shilling my electric fire in Marylebone will burn for nearly twenty hours; for the same shilling your fire at Romsey will only last four hours. Why is that?

Mrs. Brown lives at Clydebank, and she pays two and sixpence per week for as much electricity as she cares to use; she sits in a church which is warmed by electricity, and her boy enjoys the same comforts at school.

That is as it should be. Mrs. Jones lives at Newcastle, but she does not spend two and six on electricity because that money would buy her so little that she cannot afford the luxury. Why?

The answer to these two questions explains the whole rotten state of affairs existing in nearly every corner of the country. On the one hand, private companies are reaping the benefit intended for the consumer; on the other hand, inefficient concerns are either incapable of, or are refusing to, develop the areas under their control.

Here are the facts of the case. The "grid" system was set up for the purpose of cutting out waste and to make it possible for everyone to benefit by cheap electricity.

The grid cost the country £28,000,000 and the standardising of apparatus, in order to make the grid system practicable, cost the industry a further £20,000,000. Inefficient generating stations were closed down and four thousand miles of main cables linked the entire country into a vast network, ensuring a reliable supply of power.

In order that those millions of pounds should do their job the grid was forbidden, by Act of Parliament, from showing a profit for ten years, and the price of electricity was fixed so as to enable distributing concerns all over England to pass on the vital unit—leaving a reasonable margin of profit—at a cost within reach of everyone.

* * *

But what has happened? Is your electricity bill proportionately smaller to-day than it was five years ago—before the grid came into operation? No. At least that is the answer in nine cases out of ten. With nearly half of its ten profitless years already behind it, the aim of the grid is as far from realisation as ever.

Distributing companies are buying their electricity from the grid, selling it at the same rates as before—and pocketing the difference.

And *you*, for whom the grid was built, and for whom all that vast sum of money was spent, are not one whit better off than you were in the first place, except that your supply is probably more reliable—but that is not to the distributor's credit.

The middlemen have no excuse. They may plead heavy overhead expenses, maintenance of cables, and so forth—but they had all those troubles before, *when they were generating their own electricity at far greater costs*. They cannot say, "We cannot afford to lower prices," because the actions of others have already shown them up for what they are.

What is being done at Clydebank and Guildford can be done elsewhere. What the borough of St. Pancras, London, has done can be managed by other concerns in London.

Take this dreadful comparison. In a comfortable tenement flat on the Isle of Dogs, East London, Mr. and Mrs. Smith are enjoying the very fullest benefits of cheap electricity. They have a washing machine, electric fires, electric cooker, kettle, light and hot water.

All this costs them nothing more than the three-farthings which they pay for their unit. The distributor, the Poplar Borough Council, through passing on the advantages of the grid, has found it possible, even while selling power as cheap as this, *to lend all the appliances free*.

Mr. and Mrs. Jones, however, who have just moved into the latest block of flats to be built by the Kensington Housing Trust, use no electricity at all. They could not, even if they wished to, because the Trust ceased wiring its flats for electricity after building the first two blocks. The reason? Because the Notting Hill Electric Lighting Company's prices and its lack of assistance have decided the Trust to rely solely upon gas for all future buildings.

As against the Poplar Council's charge of three-farthings per unit, free wiring, and free loan of appliances, the Notting Hill Company charges fourpence-halfpenny for light and a penny per unit for heating; furthermore, the company will neither help with wiring nor grant appliances on loan.

Let it should be thought that the company cannot afford to help this, its best potential consumer, here are a few facts to prove the contrary.

From 1894, when the company paid its first dividend of 1 per cent., profits increased year by year, *until in 1930 the fantastic and almost incredible dividend of 1,700 per cent. was paid.* In 1931 fresh capital was sought, and the shares are now held by 288 people, who draw a mere pittance of slightly over 11 per cent. on their money.

* * *

The company makes a profit of nearly twopence-halfpenny on every unit that it buys from the grid—and yet it cannot see its way towards helping those people who really need electricity.

Now for the other side of the business, apathy. In various parts of the country, although the Central Electricity Board has played its part and delivered power to companies for distribution, through muddling and inefficiency that power is being withheld from those who need it.

A typical example is that of the West Hampshire Electricity Supply Co. This company has an authorised area of nearly three hundred square miles, covering some of the most densely populated rural districts in Great Britain. Its charges are ninepence per unit for light, threepence per unit for heating, and a penny-farthing per unit for cooking.

The position is, of course, so ridiculous that no one can afford to make any real use of electricity.

The solutions? In the case of inefficient companies their areas must be taken away from them and handed to the care of people with progressive ideas.

* * *

In the case of overcharging, only constant and frank exposure will do the trick. And as for the chaos of London prices, contrary to the suggestions of the recent Commission, mere amalgamation is no use at all. A big city must be treated as a whole. One reasonable tariff for one huge load will soon balance out the "losses" in one district and the profits in another.

But, whatever happens, it must happen soon. Parliament has seen to it that the grid does its job in the right way: Parliament must see to it that the grid's work benefits the right people.

And you can make Parliament do its job. Herbert Morrison shows you how.

He points out that only twenty consumers need to sign a petition to force Whitehall to hold an enquiry in their district.

Hore-Belisha, startled by the prospect of innumerable demands for such enquiries, hastens to say that the Government is aware of the profiteering, but hasn't time this session to tackle it.

If you let him, he'll say the same thing next year, and the year after that. So just get together to make him find time!

Race with "Silver Ring"

Make Jumpers Pay

LINCOLNSHIRE Handicap entries will be published shortly before Christmas, and those for the Grand National early in the New Year. In the meantime, the slogan must be: Make jumping pay.

My advice is to follow the favourites in steeplechases of three miles and over during December and January.

Follow, also, a useful stable. I suggest P. Thrale's East Clandon establishment. Thrale will win races with Keen Blade, Buck Willow, Bunkawai, Sun-Up, Macaulay, Mellin, Papageno, Silver Rein and others.

Buck Willow must have a big chance in the Middlesex Handicap 'Chase at Kempton Park, and at the same venue Le Petit Pierrot is my selection for the December Hurdle.

"SILVER RING'S" CODE

The Code covers the racing from Thursday, December 3, to Wednesday, December 9.

R	98	T	F	O	A	P	U	X	Z	Q	C	93	B	94	M
W	N	96	G	S	K	V	Y	97	L	H	J	I	95	E	D

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below, as the case may be. Example:

OVKM94 would read SPADE.

Where a double letter occurs in the name of a horse the figure 2 is substituted. 95K962Z94OQ93V would read BATTLESHIP.

Aches and Pains of Middle Age

Washed away by new spa water

Men and women of middle age find their pleasure in life overshadowed by the physical disorders often associated with this period. Unless you take steps to prevent the trouble, *your* arteries will become clogged with calcareous deposits, *your* glands will become swollen, with the resultant rheumatism, sciatica or other distressing symptoms.

Do *you* live in fear of "middle-age trouble"? There is no need to, or to spend a moment of worry over it. You can begin to live life to the full *now*, if you take a dose of the famous FYNNON SALT every morning.

Fynnon Salt is Nature's Own Remedy. It reproduces in your own home, for a few pence, the beneficial effects of Spa treatment, which wealthy sufferers travel far and wide to seek.

A teaspoonful of Fynnon Salt in water provides the medicinal value of three glasses of actual tonic spa water. It clears impurities from the blood, reduces inflammation, loosens stiff muscles and swollen joints, and makes a new man or woman of you. Get a 1/3 tin to-day from your Chemist.

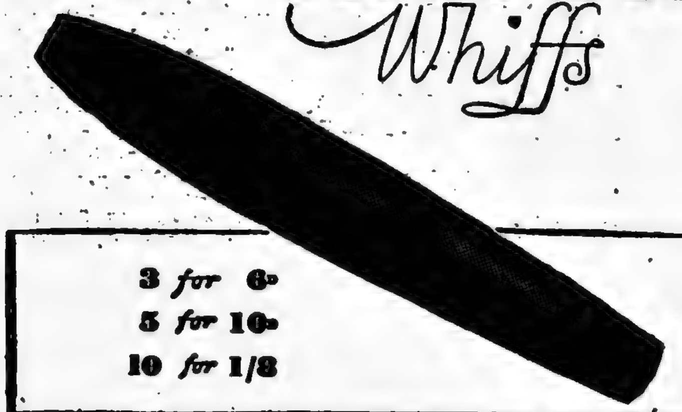
The Little Cigar Habit *is growing!*

Along the open road—the purr of a good engine and the mild, rich fragrance of a Marcella Whiff! Then your enjoyment becomes really complete.

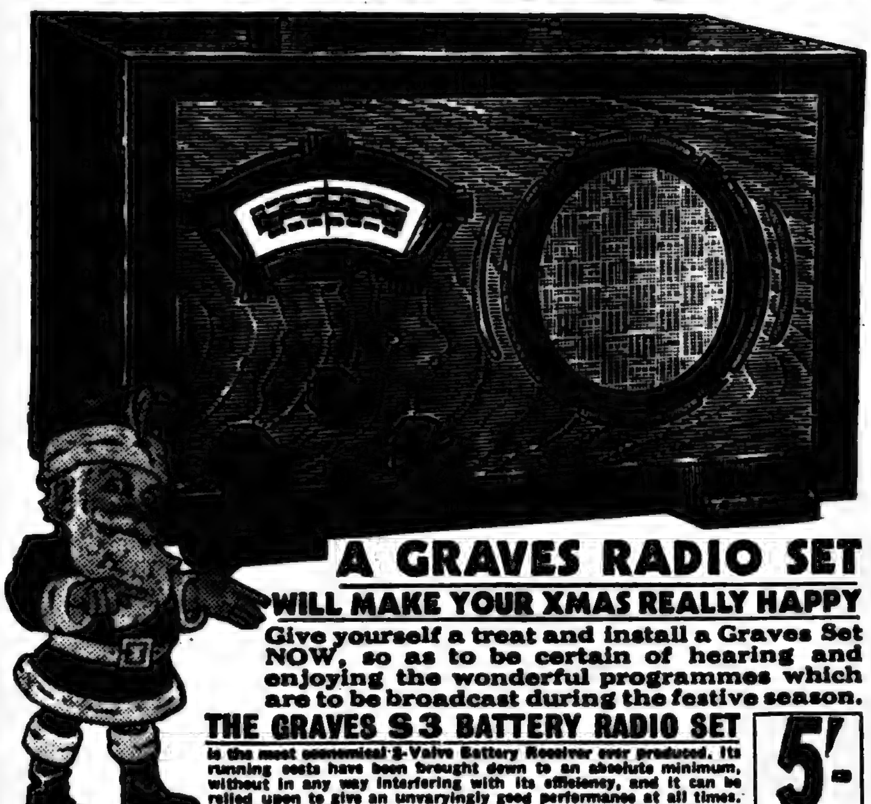
MARCELLA *Whiffs*

3 *for* 6d
5 *for* 10d
10 *for* 1/8

M.W.18



When you buy goods that are advertised in "John Bull"—you get the Very Best!



GRAVES Beats the World For Quality & Value

A GRAVES RADIO SET
WILL MAKE YOUR XMAS REALLY HAPPY

Give yourself a treat and install a Graves Set NOW, so as to be certain of hearing and enjoying the wonderful programmes which are to be broadcast during the festive season.

THE GRAVES S3 BATTERY RADIO SET is the most economical 3-Valve Battery Receiver ever produced. Its running costs have been brought down to an absolute minimum, without in any way interfering with its efficiency, and it can be relied upon to give an unvaryingly good performance at all times. For no more than 5/- per month (which is 2d. a day) you can become the owner of this self-contained, trouble-free Wireless Set.

5/- Monthly

MANY NEW IDEAS are incorporated in this marvellously inexpensive Radio Receiver, including Radio Frequency Coils fitted with Iron Cores, thus ensuring high selectivity. The Loud Speaker is of the Permanent Magnet Moving Coil Type, and uses a magnet made up of Nital Steel. British Valves are used & adequate strength & volume are maintained with most economical battery consumption.

FULL VISION Tuning Dial with clear Wavelength scale. Handsome Cabinet of neat design, Size: 16¾ x 10 x 9½in. in two shades of Walnut. All Accessories including 120 volt H.T. Battery, Grid Bias Battery, 2 volt Accumulator, Aerial (inside or outside, as desired) and Earth equipment. Nothing else to buy. Price £4 : 17 : 6
Terms: 5/- Monthly.

IT IS HIGHLY IMPORTANT YOU SHOULD UNDERSTAND THAT NOTHING IS ADDED FOR THE CONVENIENCE OF EASY PAYMENTS. THE PRICE QUOTED IS ALL YOU HAVE TO PAY.

Mr. A. W. of Coleshill, writes:—"Prior to sending my order I had 3 demonstrations at home of well known makes, none of which equalled in tone, clarity of reception or selectivity, the Set I have received from you which is quite equal to any all-electric at three times the price."

Mr. S. S. of Miles Platting, writes:—"We have received our S-3 Set and are very well pleased with it. There is nothing like it on the market to-day. We are using the Aerial and Earth we had for our set ten years ago. We still have that Set, & do not like parting with it."

Mr. G. N. of Easington, writes:—"I received the S-3 Wireless Set quite safe, I switched on, and what a shout of amazement went up from the family! It is simply wonderful. It is so clear & so sweet, and a very nice piece of furniture. My friends are delighted with it."

WRITE FOR CATALOGUE of this and other Sets for Batteries or Mains, including Super Hets, &c.

J. G. GRAVES LTD. SHEFFIELD

Outdoor Workers—*Beware* RHEUMATISM

Don't run the risk of suffering agony and losing days of work through Rheumatism. Keep a bottle of Sloans handy—it is the winter standby of millions of workers! The power of Sloans over rheumatic pain is amazing. Applied to the painful spot it penetrates instantly, clears away congestion and kills the pain.

SURE relief from pain of
RHEUMATISM
LUMBAGO
SCIATICA, NEURITIS
BACKACHE
SPRAINS, BRUISES
ACHES AND PAINS
No rubbing required

Men and women whose daily work exposes them to changeable wintry weather; athletes; sportsmen; all who work hard and play hard, as well as those who suffer from rheumatic ailments, find Sloans Brand Liniment 100% effective for aches and pains. Sloans is a concentrated medicament made from the original formula of Dr. Sloan, containing *active* ingredients only. There is no waste—it penetrates by itself; you don't use it up by rubbing.

Get a bottle today. Look for the portrait of Dr. Sloan on the package you buy.

At all Chemists 1/9 per bottle.

MADE IN ENGLAND

SLOANS
Brand Liniment
KILLS PAIN

Get a Modern Vacuum Cleaner!

Let a VACTRIC free you from all housework drudgery. The "Popular" Model, illustrated on p. 30, can be obtained on easy terms that every home can easily afford. For further details, fill in the Coupon. Post it Now—before you forget!

WEATHER THE WEATHER WITH
1D PKTS
3D TINS
NIPITS
VOICE, THROAT & CHEST PASTILLES
ALL CONFECTIONERS

WHAT EXACTLY IS CATARRH?

Doctors say that catarrh is one of the most dangerous of unsuspected diseases. Four out of five people suffer from it in some form. Usually it begins with a simple cold. Then it spreads to all the mucous membranes of the head, nose, throat, lungs and stomach, whence its poison spreads all over the system.

There is one sure way to end catarrh. Ordinary medicines cannot reach the infected parts, but Dr. Blosser's Cigarettes will. They are made of valuable medicinal herbs, and as you smoke them their warm vapour carries its soothing, antiseptic properties into all the minute crevices of your respiratory system.

How to prove it

If you think you have the slightest trace of any catarrhal trouble, colds, asthma, bronchitis, &c., get a packet at any chemist to-day or just send a postcard or the coupon below, and we will send you, without cost to you, a few of the actual Dr. Blosser's Cigarettes for you to try.

ASK YOUR CHEMIST FOR THE NEW ENLARGED PACKAGE, SELLING AT THE OLD PRICE.

FREE PACKET

Dr. Blosser, Ltd. (Dept. 121 W.W.), Temple Chambers, Temple Avenue, London, E.C.4.

Please send by post your Trial Package containing four Dr. Blosser's Cigarettes, that I may try them free of charge.

Name..

Street ....

Town..

(Print with pencil very, very plainly.)

Dr. BLOSSER'S CIGARETTES

NO MORE SICK HEADACHES

Keep Your Stomach Clean

If you are a martyr to sick headaches, biliousness, liver upsets and similar disorders, here is news that will cheer you. In the majority of cases the source of the trouble is the stomach, where nauseous gases accumulate and interfere with your digestion, poisoning the whole system and making you feel no good for anything.

Thousands of sufferers have put an end to all that misery by taking Maclean Brand Stomach Powder, the one with the signature "ALEX. C. MACLEAN" on the bottle. This proved remedy is gently laxative and helps to expel poisonous, clogging waste matter. Two or three doses are usually sufficient to put your stomach in a clean, healthy condition.

At the first sign of discomfort seek refuge in Maclean Brand Stomach Powder. You can always rely on speedy relief. Do not experiment with cheap substitutes: leave that to others. You can safely put your faith in the original MACLEAN BRAND—powder or tablets—1/3, 2/- and 5/-, in bottles in cartons. Never sold loose.

Any Household repairs to do? ..use CASCO

FREE Send postcard with name and address to Leicester, Lovell & Co. Ltd. (Dept. JB 5), 14-16, Nile Street, London, N.1, for generous free sample.

'CASCO' mends furniture, tiles, anything. It's so strong it's used in making aeroplanes, doors, furniture. 'CASCO'S' secret, unlike ordinary glues which set by evaporation, 'CASCO' hardens chemically — like concrete. Heat, moisture or hard knocks don't affect it. From Ironmongers, Oil and Paint Shops. In tins 6d.

(5)

ALL SMOKERS AGREE the BEST paper for this is AG

THERE ARE GOOD REASONS

The EDITOR LAUGHS LAST

SUSIE (Greenock).—"He is the nicest boy-friend I have ever had." And does he know he is being had?

EMPLOYER (E.C.)—"A yawn is a sign of unpunctuality." It is certainly behind-hand

P. D. (Cambridge).—"I've just written a little book entitled 'Money Matters.'" But we know it does!

N. B. (Ealing).—"He makes such wet remarks about everything." You wish that he would dry up.

O. L. Y. (Welling).—"The whole of the family were parachutists." Family descendants, eh?

M. K. (Aldenham).—"My husband dotes on his home-grown vegetables." Thrilled to the marrow.

P. P. (Portland). — "A scalded toe keeps me from moving." You can't move a foot, eh?

T. D. (Bromley).—"I lend my gramophone records to all my friends in turn." So they go round quite a lot.

AUTHOR (Dorchester).—"While at the pleasure fair I made some rough notes of a plot of a story I propose to write." Roundabout jottings?

CONFECTIONER (Glasgow).—"Not many people know how to fill chocolate creams." Our nephew says it's best to let chocolate creams fill you.

HEAVYWEIGHT (Blackfriars).—"For my forthcoming contest I have a new right-hook which is an eye-opener." Then it will be absolutely useless!

HYGIENIST (Newport)—"Is there anything more disturbing than seeing dirty windows?" Yes being handed a pail of water and a piece of chamois leather.

PHOTOGRAPHER (Fetter Lane).—"When photographing an indoor party my job has to be done with express speed." In a flash so to speak.

WAITER (Strand).—"Professional race-goers are the most generous of our customers." They will always give you a good tip?

W. L. F. (Brinkstead).—"I must confess that when I feel weary I'm glad to drop on the settee." Just as a preliminary to dropping off, eh?

APIARIST (Chudleigh).—"The art of bee-keeping calls for strict attention to detail." No doubt, there are many little points to watch.

M. R. (Burnley).—"Since I have been a waiter, I have noticed there are many things which are not done in restaurants." Steaks, sometimes, for example?

J. T. (Wimbledon).—"To those who keep losing their matches, my advice is —buy a lighter." But is this any use to the team at the bottom of the League Table?

GROCER (Tonbridge).—"The customer accused me of giving her short weight, and beat violently on the counter with her fist." A case of fifteen ounces making one pound?

GEO. T. (Chester).—"The average angler considers that the most humiliating part of fishing is the tin of bait." Every time he puts his hand into it he feels a worm.

O. R. (Arundel).—"I went to a music-hall and saw a troupe of acrobats performing over the auditorium. I don't think they should be allowed to do such dangerous tricks." But they are paid to give you a turn.

Side Slips

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips."

BELFAST TELEGRAPH:—"'It's your car we want. Hand over the key,' one of the men at the bar told him. He FUSED."

BIRMINGHAM MAIL:—"A warrant was issued for her INTEREST, and she was found at . . ."

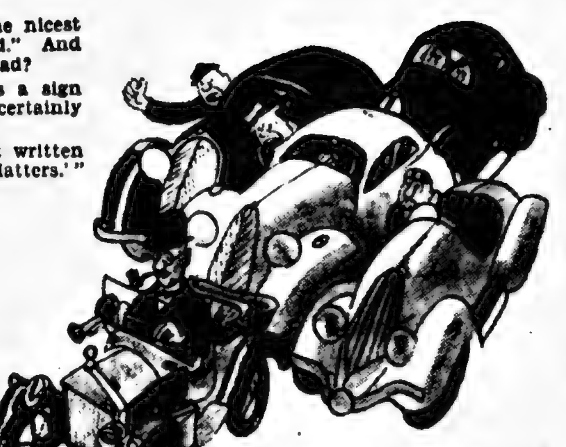
SOUTH WALES ARGUS:—"Unlawfully possessing a FIREMAN and ammunition with intent to endanger life. . . ."

MONTROSE REVIEW:—" . . . several people, before they realised what they were doing, raised their HEARTS, thinking it was a funeral passing."

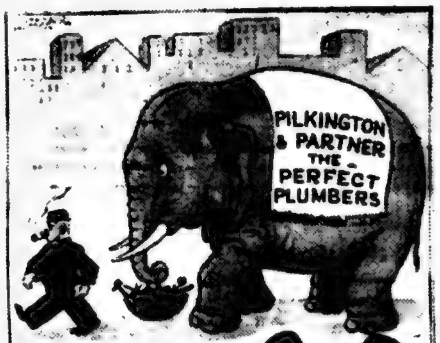
MISS MODERN:—"Lise said, pushing the HEAVY CHAIR from her forehead with a tired hand, 'It sounds like heaven.'"

RADCLIFFE TIMES:—"The Mayor and the Mayoress joined it, wearing their CHAIRS of office."

SHIELDS GAZETTE:—"Through the chimney stacks it dodged, eel-like in its EXCLUSIVENESS, and after it the harassed officer staggered."



Motorist (Sheerness). —"I find that keeping to a speed just below the thirty miles an hour limit is automatic." We've seen cars like that!



PILKINGTON & PARTNER THE PERFECT PLUMBERS

An elephant never forgets.
(From "The Passing Show.")

CYNIC (Northampton).—"She said no man was good enough for her, and she may be right." Or left.

N. G. (Essex).—"Our cricketers in Australia have a secret plan of campaign." Which is now being put to the Test?

P. B. T. (Newark).—"I'm not slinging any more mud, for it doesn't pay." You lose ground, of course.

S. N. (Plymouth).—"We danced on deck, although there was a heavy gale." That would keep the ball rolling.

P. B. (Taunton).—"There are mysterious scuttling noises in this old house. I am sure it is haunted." Rats!

P. N. (Paddington).—"Soft, dimpled elbows are an asset to any girl." But utterly useless for boarding buses.

W. B (London, W.).—"The English theatre must get a move on." Or a movie on.

C. K. (Grendon).—"She is a gold-digger and is running after a rich husband." For all she and he is worth?

V. H. (Hendon).—"Air pilots are not allowed to fly if they have a feverish cold." They're down with the flu?

PHILOSOPHER (Epping).—"Do you find any people nowadays who are content just to gaze up at the stars?" Plenty—in the front rows of any mammoth cinema.

MRS. B. (Margate).—"For my floors I prefer a heavy Axminster carpet, although it takes more labour to keep it clean." It certainly takes a lot of beating.

HON. SEC. (Birmingham).—"One of the most promising hurdlers I've seen for a long time is a young watchmaker." He's used to springs.

D. D. (Bradford).—"When the inspectors came to inspect the factory, a wire fused and all the lights went out." So they were left in the dark.

D. F. (Rugby).—"I lost my business with the firm simply because my train was late and the other left before it arrived." In other words, you lost your connection.

NINA (Fulham).—"My eldest sister makes all her own dresses and, although I hate it, insists on using me as a dressmaker's dummy." You feel that you are being put upon.

IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope marked "Free Advice" is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

N. G. L. (Bridgwater).—"It's a serious matter when your friends talk of you as being funny." It is no joke.

S. B. (Stepney).—"We had a packing competition at our warehouse." A sort of boxing match.

A. N. (Thatcham).—"Beer seems to improve the accuracy of dart-throwers." Seeing treble.

G. N. (Rickmansworth).—"Thatching a roof with genuine Norfolk reeds is a long and difficult process." Not a rush job.

S. B. (Barnet).—"An extravagant girl will never make a good wife." But she will make a poor husband.

T. K. B. (Hampstead).—"Seeing a rake lying about a garden in November is surprising." More so if you don't see it.

ATHLETE (Southampton). —"His knowledge of wrestling is extraordinary." He has a good grip of his subject.

ELECTRICIAN (Newport). —"I have a tremendous number of friends." You must have a magnetic personality.

FATHER OF SIX (Hunstanton).—"If there is one word which I am heartily sick of, it is 'Why.'" Why?

RUGGER (Plymouth).—"He was a jolly good forward, but since they made him play centre threequarter he is nothing like the player he was." He has gone back.

PROFESSIONAL BACKER (Epsom). —"Although I can make a living at backing horses the worry of it keeps me thin." At that, of course, you can lose pounds in no time.

JIM (Puddletown).—"Every time I pump water it comes up thick and smelly. I can't think what is the matter with the well." But you hope to get to the bottom of it soon?

G. H. S. (Girvan)—"I was sorry I had spoken angrily about the wireless set I had carried to the shop when the assistant showed me that I was wrong." Of course, you took it back.

MISS J. (Dorset).—"I was coming through a wood when I narrowly escaped being shot in mistake for a pheasant." The sportsman evidently thought you were fair game.

L. D. D. (Staines).—"Good publicity could double the number of telegrams sent by the public." As you'll see by page 47, we're encouraging the habit by associating them with good news, not bad.

S. L. (Hampstead).—"A few months ago, I came into a fortune and put the money into a gold mine recommended by an unknown firm of brokers. I wonder what I shall realise." What a fool you've been, very likely

MISS N. (Clapham).—"After paying my mother for my board I have only a little money left for clothes and amusements. You see, my salary is not very large as I am only a junior telephone operator." Never mind, keep plugging away.

S. A. (Dawlish).—"I lent him my new umbrella and he promptly lost it. He gave me another one in exchange, and, directly I opened it, I realised that it had seen better days." No doubt it had had its ups and downs.

(Many replies unavoidably held over)

NEW WAY TO CURE COUGHS, COLDS AND CATARRH

They've found a way to make a wonderful home-made remedy for Coughs, Colds and Catarrh more effective than ever.

Doctors always have known that one of the best ways to cure any catarrhal infection was to get an ounce of Double Strength Parmint from a chemist and mix it with half a pint of sugar or honey syrup. Now, when you get your Parmint, the chemist will give you some special tablets called Parmintabs. Take one of these first to break the phlegm which clogs the air passages and stops ordinary medicines reaching the germs that cause your trouble.

Then the Parmint syrup can really get to work. Almost at once you'll feel relief. Your breathing will be easier: your head clearer and free from noises. In a day or two all your infection will have disappeared.

If you've any suspicion of a cough or cold or catarrh, do try this new, improved home-made treatment to-day. Any chemist can supply you with Parmint and it's very easy and cheap to make up.

b!ed by any matter—except,
a medical nature—you can
t advice that will help you.
addressed envelope marked
s all that you have to send
Write to-day. The replies
page to facetious corre-
r your entertainment.

dgwater).—"It's a serious
ur friends talk of you as
It is no joke.

y).—"We had a packing
ur warehouse." A sort of

m).—"Beer seems to im-
uracy of dart-throwers."

answorth).—"Thatching a
ne Norfolk reeds is a long
ocess." Not a rush job.

).—"An extravagant girl
a good wife." But she
or husband.

npstead).—"Seeing a rake
garden in November
More so if you don't see it.

THLETE (Southampton). —
is knowledge of wrestling
xtraordinary." He has a
d grip of his subject.

LECTRICIAN (Newport).
I have a tremendous
nber of friends." You
st have a magnetic per-
ality.

ATHER OF SIX (Hunstan-
.—"If there is one word
ch I am heartily sick of,
Why?

nouth).—"He was a jolly
ut since they made him
eequarter he is nothing
he was." He has gone

BACKER (Epsom). —
n make a living at back-
orry of it keeps me thin."
rse, you can lose pounds

town).—"Every time I
omes up thick and smelly.
at is the matter with the
hope to get to the bottom

van)—"I was sorry I had
about the wireless set I
he shop when the assis-
that I was wrong." Of
it back.

orset).—"I was coming
when I narrowly escaped
mistake for a pheasant."
evidently thought you

aines).—"Good publicity
he number of telegrams
blic." As you'll see by
encouraging the habit by
with good news, not bad.

stead).—"A few months
o a fortune and put the
ld mine recommended by
m of brokers. I wonder
lise." What a fool you've

ham).—"After paying my
board I have only a little
clothes and amusements.
ary is not very large as I
lor telephone operator."
p plugging away.

).—"I lent him my new
e promptly lost it. He
r one in exchange, and,
ed it, I realised that it
days." No doubt it had
downs.

s unavoidably held over)

O CURE COUGHS, AND CATARRH

a way to make a wonderful
dy for Coughs, Colds and
ctive than ever.

have known that one of the
ny catarrhal infection was to
ouble Strength Parmint from
it with half a pint of sugar or
w, when you get your Par-
will give you some special
mintabs. Take one of these
phlegm which clogs the air
ordinary medicines reaching
se your trouble.

int syrup can really get to
once you'll feel relief. Your
asier: your head clearer and
In a day or two all your
disappeared.

spicion of a cough or cold or
s new, improved home-made
Any chemist can supply you
it's very easy and cheap

ASTHMA and BRONCHITIS sufferers

Be prepared against future attacks — KEEP

POTTER'S ASTHMA CURE

in the home for

INSTANT RELIEF

TESTIMONY

Mr. H. R. of Leeds writes:—"I wish to say I was a Chronic Case of Bronchial Asthma. I am now, thanks to your Asthma Cure, a changed man, no more terrible attacks at night, no more nerve racking coughs. It was first recommended to my wife by a local chemist after I had been paying 5/- a bottle for another so-called remedy and 3 bottles a week; now, one tin of Potter's is all I need keep by me. Whilst a patient in one of our Military Hospitals I was allowed to use Potter's Asthma Cure freely. You may make whatever use of this testimonial you like."

You never know when the terrible symptoms of Asthma and Bronchitis—paroxysms of coughing, gasping for breath and tightness across the chest—may overtake you. With a tin of "POTTERS" at hand all fears that are associated with these distressing complaints are overcome and you can look forward to nights of restful and refreshing sleep. No medicine or tablets to take. Simply inhale the pleasant fumes of Potter's Asthma Cure and you will experience the wonderful soothing influence of this marvellous remedy. Free from harmful drugs and does not cause headache. It is the safest and most reliable remedy you can obtain. Not only is Potter's Asthma Cure good for Asthma and Bronchitis but just as beneficial in cases of Catarrh, Chronic Colds, Croup, Hay Fever, Whooping Cough and other bronchial diseases of children and adults.

All outdoor workers should smoke Potter's Asthma Cigarettes and Smoking Mixture. They are specially recommended to those subject to Asthma or Bronchitis and who, by their work, are compelled to be out and about in all weathers. Always carry a supply, as their continued use tends both to prevent and break the force of future attacks. Chemists, Herbalists and Stores everywhere sell them.

Potter's Asthma Cure is supplied by all Chemists, Herbalists and Stores in full-sized tins at 1/6, or direct, post free 1/9, from Potter & Clarke, Ltd., 60 Artillery Lane, London, E.1.

You need never hesitate to buy goods advertised in "John Bull"—they are all Guaranteed.
The "John Bull" Guarantee appears on page 33.

"NEW - LIFE" HAIR - GROWING FOR BALDNESS

Going Bald Falling and Thinning Hair and Dandruff

"I had no hair on my head at all."

EVEN AFTER YEARS of Baldness, the "Roots" of the Hair are very rarely "Dead" or beyond reviving. Kotalko has won a world-wide fame for its revival of hair growth.

"I was almost bald."

—not a single hair," writes Mr. James Bindley. "At the General Hospital they said I should never have another hair as long as I lived.

"I bought Kotalko and Kotalko Soap and used them for a few minutes every day. The **new hair soon began to grow,** and now no one seeing me would credit I had been bald. The hairdresser and many others can confirm all I say. I now have **a complete new growth of hair in natural colour** after having been perfectly bald."

PERSONAL TESTIMONIES PROVE IT

Every page of this paper could be filled with testimonials from men and women—all ages—who have had **new hair growth** or other hair benefits since using **KOTALKO and KOTALKO SOAP. They are different from everything else.** All I ask is that you give the Kotalko products a trial and **watch your scalp in the mirror** over a brief period. Then **you will need no further proof.**

writes Miss Annie Thompson. "I tried all kinds of treatments, but the falling of my hair continued. "**At last I was advised to try Kotalko,** and to my great joy discovered that I had finally found the right thing. The new hair growth developed and strengthened. It has been maintained in length and quantity, as you will see by my photograph. My hair is all that can be desired. I **cannot praise Kotalko sufficiently.**"

100,000 TEST PACKAGES

are now waiting to be sent to all who would like to see how Kotalko restores "New Life" Hair-Growing in Baldness, Bald Patches, Falling Hair, Brittleness or Breaking of Hair, or Dandruff.

To JOHN HART BRITTAIN, Ltd.,
9, Percy Street, (33.PJ.), London, W.1.
Please send me, post paid, Testing Package of Kotalko and Kotalko Soap, with directions, for which I enclose 3d. in stamps.

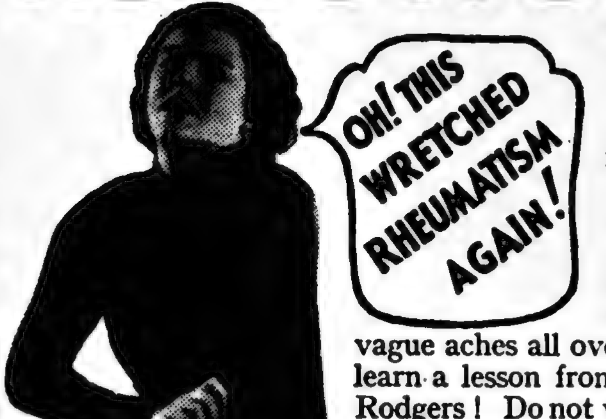
NAME ....

ADDRESS ....

....

Feed Hair Roots with KOTALKO. Cleanse and soften Hair Follicles with KOTALKO SCALP SOAP —the Tonic Shampoo.

Mrs. RODGERS' 'RHEUMATISM' WAS DUE TO HER Nerve Trouble


OH! THIS WRETCHED RHEUMATISM AGAIN!

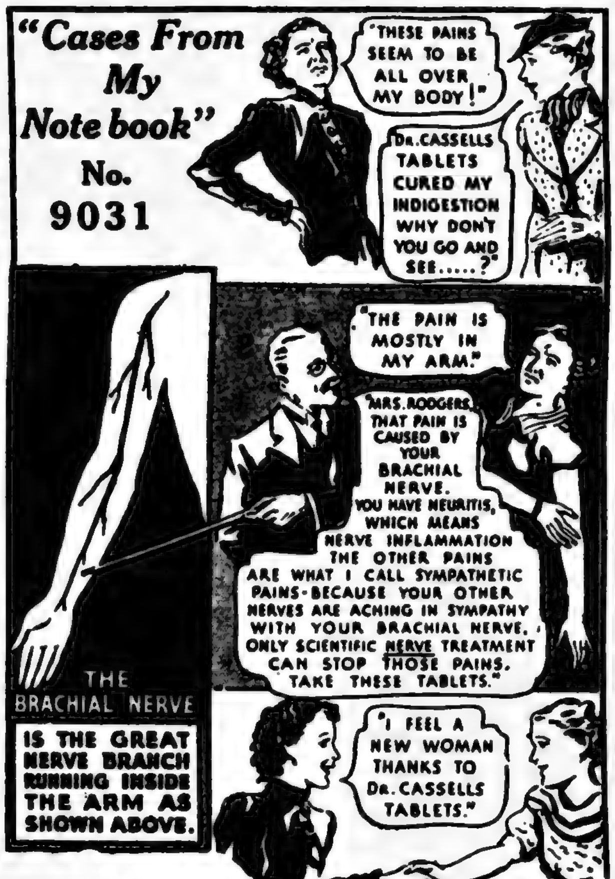
If YOU are being tormented by Pain . . . bereft of Strength by Weakness and Debility . . . Shaky and lacking Confidence . . . Depressed by continual Indigestion and a prey to vague aches all over your body, then learn a lesson from the case of Mrs. Rodgers! Do not waste your life and money in buying 'this and that' . . . do not prolong your suffering by refusing the aid of one of the greatest successes of Medical Science! Begin AT ONCE to take Dr. Cassells Tablets and so get right down to the real CAUSE of an enormous amount of suffering . . . the NERVES!

YOUR NERVES CONTROL YOUR LIFE

Your Nerves are the controllers of your life and health. All pain you feel is conveyed by your NERVES! Digestion, Working Power, Strength, Sleep—ALL are made possible by your NERVES! Dr. Cassells Tablets are achieving marvels of Health Restoration in all parts of the country. They act directly upon the Nervous System and so get at the CAUSE of

HEADACHES
BACKACHE
SLEEPLESSNESS
NEURALGIA
INDIGESTION
NERVOUS BREAKDOWN
NEURITIS
SCIATICA

"Cases From My Note book"
No. 9031


"THESE PAINS SEEM TO BE ALL OVER MY BODY!"
"Dr. CASSELLS TABLETS CURED MY INDIGESTION WHY DON'T YOU GO AND SEE.....?"
"THE PAIN IS MOSTLY IN MY ARM."
"MRS. RODGERS, THAT PAIN IS CAUSED BY YOUR BRACHIAL NERVE. YOU HAVE NEURITIS, WHICH MEANS NERVE INFLAMMATION THE OTHER PAINS ARE WHAT I CALL SYMPATHETIC PAINS-BECAUSE YOUR OTHER NERVES ARE ACHING IN SYMPATHY WITH YOUR BRACHIAL NERVE. ONLY SCIENTIFIC NERVE TREATMENT CAN STOP THOSE PAINS. TAKE THESE TABLETS."
THE BRACHIAL NERVE
IS THE GREAT NERVE BRANCH RUNNING INSIDE THE ARM AS SHOWN ABOVE.
"I FEEL A NEW WOMAN THANKS TO Dr. CASSELLS TABLETS."

FAIR-PLAY OFFER!

We believe in Fair Play! We say PROVE to yourself NOW by actual experience what Dr. Cassells Tablets will do for you. Accept this offer. Get a 1/3d. Bottle. If you are not satisfied with the results return the empty Carton to us and we will refund the purchase price in full! Veno Drug Co., Ltd., Manchester, 16.

***All Chemists* 6d., 1/3, 3/- & 5/-**

Dr. CASSELLS TABLETS

BRAND

The Nerve Tonic that gets at the CAUSE of your Trouble

RECORD CHRISTMAS CASH and PENSION OFFER

HUGE PENSION-PLUS-FORTUNE FIRST PRIZE

£6 WEEKLY FOR LIFE and £1,500 Cash

OR ONE STAGGERING LUMP SUM OF 3,000 GUINEAS

FREE XMAS GIFT COUPON

ALLOWED WITH EACH THREE PAID OR PRIZE COUPONS

MORE Crossword history is made to-day, for before you is the finest array of prizes and bonuses that has ever appeared in a JOHN BULL Christmas Crossword Offer!

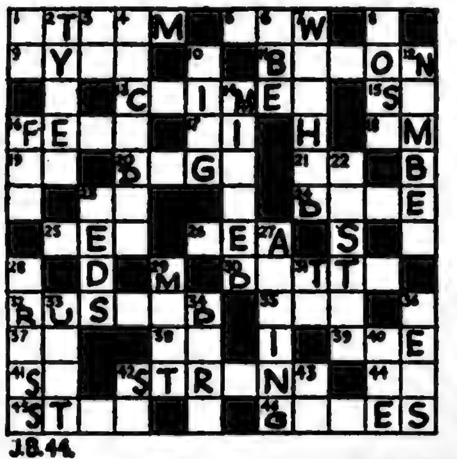
The staggering First Prize, which—as *over* 80 *outright winners* in our common-sense Contests have proved—can be yours as the result of considering carefully the Clues provided below, will bring to its winner not only wealth at once in the shape of a £1,500 fortune, but also the lifelong security of a huge £6 Weekly Life Pension.

This gigantic Pension-plus-Fortune First is supported by an increased award of £300 in Christmas cash for Runners-up, who can also qualify for shares of an extra £250 as directed at head of opposite page. An additional £200 Christmas-box, too, has been set aside for division amongst all prize-winners who have ordered a six weeks' supply, or extension of supply, of the *Crossword Gazette* upon the Bonus Coupon provided below. Cut it out complete and enclose it with your entry if you want to share this extra award.

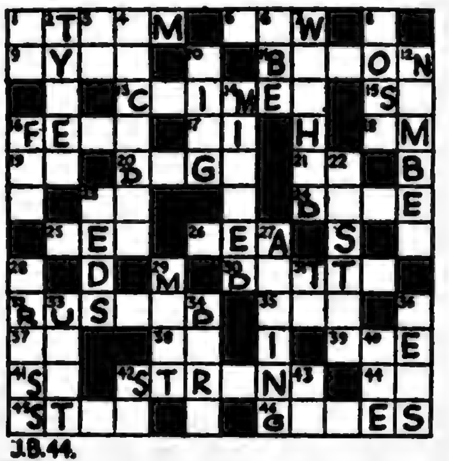
Commencing with this Contest, an extra day is now allowed for entrants, but your completed Squares MUST reach Long Acre by Saturday, December 19.

CUT AROUND THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 44. Closing SATURDAY, DECEMBER 19, 1936.



J.B.44.



J.B.44.

In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value............ No................

ENTRY FEE for 2 Squares 6d.

SIGNED ....

ADDRESS..

....

£200 BONUS

To be eligible for a share of the £200 Bonus offered to all winners, this Reservation Coupon for six weeks' supply—or extension of present order—of "Crossword Gazette" must be enclosed with your entry for Crossword Contest No. 44, closing Saturday, December 19.

I HAVE AFFIXED 3d. IN STAMPS FOR POSTAGE ON "CROSSWORD GAZETTE"—PLEASE ARRANGE

(A) A 6 WEEKS' FREE SUPPLY
(B) EXTENSION OF MY PRESENT SUPPLY

(Delete (A) or (B), whichever does not apply)

NAME ....

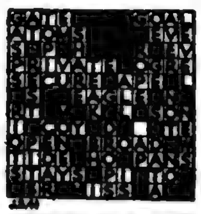
ADDRESS ....

....

Affix 1½d. Stamp Here.	Affix 1½d. Stamp Here.

DON'T FORGET YOUR FREE COUPON

X-WORD No. 41



J.B.41

Winners on page 46

The Adjudication Committee decided that the most apt and accurate Answers used by competitors were those seen in the Square above. One space is left blank to indicate that at this point JAP and SAP were regarded as apt answers of equal merit.

Reasons for Committee's findings will appear in next week's "Crossword Gazette." Secure your free weekly copy by using the Bonus Coupon below.

TERMS AND CONDITIONS

PRESENTED on this page is the forty-fourth of JOHN BULL'S entertaining Crossword Puzzles; you are invited to exercise your skill and knowledge by completing it with the guidance of the Clues provided.

Aptness and accuracy of Answers in relation to the Clues form the standard of excellence by which entries will be judged, and all decisions will be based on the Answers of Competitors. This judging will be carried out under the supervision of an Adjudication Committee consisting of the following:—

The Editor of JOHN BULL;
Doctor Lascelles Abercrombie, Litt.D., D. Lit., M.A.; and
Doctor C. E. M. Joad, M.A., D.Lit.

Each entry received will be carefully considered, and the First Prize-winner will be the competitor who on one entry square has completed the Puzzle, and has given what, in the opinion of the Adjudication Committee, is the best set of Answers to the Clues provided. And this set of Answers will constitute the Winning Puzzle Square.

If at any points in the Puzzle where a choice of words exists the Adjudication Committee decides that no one word submitted can be preferred on the test of aptness and accuracy, then competitors there using words of equal merit as Answers will be regarded as having tied at these points, which will be duly indicated when result and Winning Puzzle Square appear in JOHN BULL published Thursday, December 31, 1936. The reasons which decided the Committee's Award will be published in JOHN BULL'S free weekly "Crossword Gazette," obtainable as instructed on this page. The Second Prize will be awarded to the competitor whose entry is next in order of merit. In the event of a tie or ties, the appropriate cash prize will be equally divided, but not more than one cash or other prize will be allowed to one entrant upon one coupon.

Acceptance of the findings of the Adjudication Committee in regard to the most meritorious entries and of the Editor of JOHN BULL in all other matters is a condition on which entries are accepted and is legally binding on all entrants for this Crossword Competition.

CLUES ACROSS.

1. Tempest
5. Heated argument often leads to this
9. Ancient musical instrument
11. Is often supplied by average butcher
13. Are commonly most complicated
15. How summer begins
16. Festival
17. Common to night and morning
18. Both ends of tram
19. Part of dish in prison
20. Lovers of spotless homes don't care for these
21. Start of episode
23. Exist in abbey
24. Man shouldn't be taking this when he's got work to do
25. Chinese troops are very easily this
26. Salt in this makes it undrinkable
30. Line is often repeated by this
32. It's not good for works to be this
35. Expire
37. Middle of avenue
38. Automobile Association
39. Eggs of fish
41. In the centre of Asia
42. Old-fashioned shopping bag was sometimes this
44. North East
45. Making of this is often all due to Hollywood's sensational publicity
46. We couldn't keep fit without these

CLUES DOWN.

1. Head and tail of snail
2. Rough usage will soon damage these
3. Part of actor in story
4. Went back
6. Order of the British Empire
7. Clothes are, by laundry
8. Should be considered when taking friends to big party
10. No one wants to lose a good one
12. You sometimes get this after long wait outside phone box
14. You may not be able to see clearly if glasses are this
16. In some machines this is important
22. Bill found on hoardings
23. We sleep in these
27. Assisting
28. Features in this are sometimes dictated by fashion
29. Chops and steaks are this
31. Half time in Tooting
33. Single thing
34. You can't manage this without some skill
36. You must be an expert to get living from these
40. First number
42. Beginning and end of star
43. How game begins in Donegal

ENTRY FEE. For two squares send P.O. for 6d.; for four squares, send 1s.; for six squares, send 1s. 6d., entitling you to enclose one FREE ENTRY Coupon bearing two extra squares.

READ THESE RULES CAREFULLY.

1.—Complete puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole entry form, whether both puzzle squares are used or not. Entry fee for one coupon (two squares) is SIXPENCE. For two coupons (four squares) send ONE SHILLING. For three coupons (six squares) send ONE SHILLING AND SIXPENCE and become entitled to enter two additional Gift Squares provided. If making additional entries, one allowed free with each three paid. Make Postal Order payable to Odhams Press Ltd. and cross it /& Co./; write name and address and date of posting on back of P.O., and fill in the number upon Entry Form. Entry Form to be posted as directed (not delivered by hand) to reach us not later than Saturday, December 19.

2.—Should any single letter square be left blank, contain a letter which is not clear, or altered or not given in ink, the corresponding properly indicated letter on adjoining Entry-square will be regarded as entrant's intended letter for both Entry-squares. If entrant's answer cannot be so decided, or such flaws occur in more than one letter square, Entry-square concerned will be disqualified as will any mutilated coupon. No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

3.—Winner and winning puzzle square will appear in "John Bull" on sale Thursday, December 31, 1936. Should any competitor not announced as a winner believe that he entered a coupon eligible for a share of the First Prize, he must demand a scrutiny in accordance with directions given with result, and enclosing £1 scrutiny fee. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up Prize. Accordingly entries are accepted only on condition that the result of our double adjudication establishing these winners is regarded as final. Merit is established according to the total number of Answers to Clues, both across and down, which agree with the winning puzzle Square.

4.—Should first prize be shared 3,000 guineas cash will be paid instead of the two-in-one award.

5.—Failure to comply with any of the rules and conditions involves disqualification.

6.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

EXTRA SQUARES POST FREE

For this special Contest only, you may enter as many coupons as you wish, and may enclose all in same envelope. Further squares will appear in next week's "John Bull." For extra squares send penny postcard to "John Bull's" Crossword Gazette Dept., 30, Bedford Street, W.C.2, stating number of coupons (each with two squares) required.

FOR "JOHN BULL'S" X·WORD!

Extra DAY TO ENTER! CLOSING SAT. DEC. 19

£300 INCREASED XMAS AWARD between Runners-up

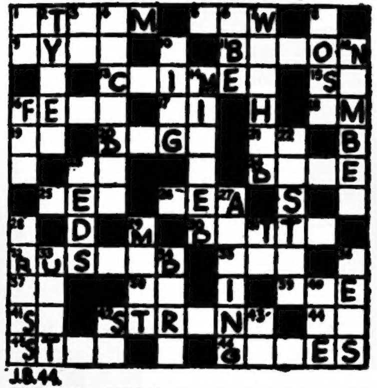
£250 Fine Xmas Bonus between Runners-up from whom "John Bull" receives four or more coupons (8 squares, including 2 free) in same envelope and bearing same name and address.

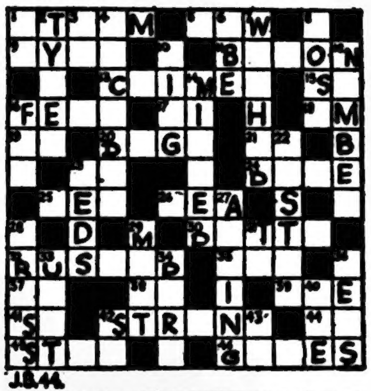
£200 EXTRA XMAS BOX between winners of any prize in this Contest from whom a 8 weeks' reservation of "John Bull's" free weekly "Crossword Gazette" is received during two weeks ending Sat., Dec. 19. (Existing readers must use Reservation Coupon on other page to extend supply 8 weeks to be eligible.)

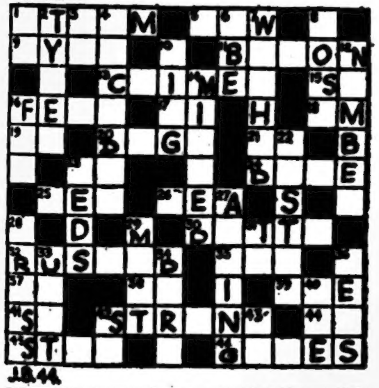
ENTER ON THESE SQUARES

KEEP YOUR COPIES HERE.

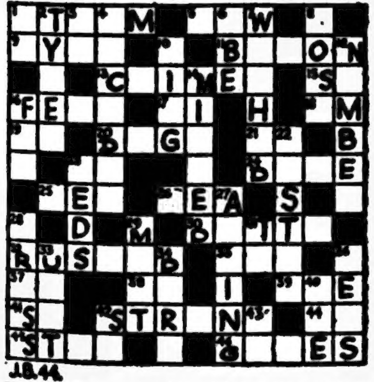
These miniature reproductions of "John Bull's" Crossword Squares are for your copies only and will NOT be accepted as entries.

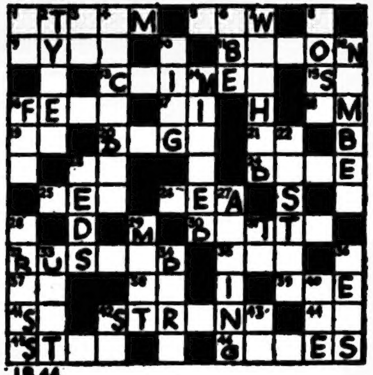

J.B.44.


J.B.44.


J.B.44.

J.B.44.

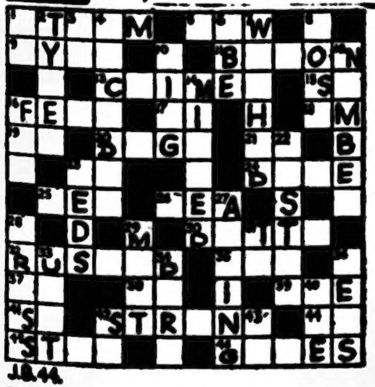

J.B.44.

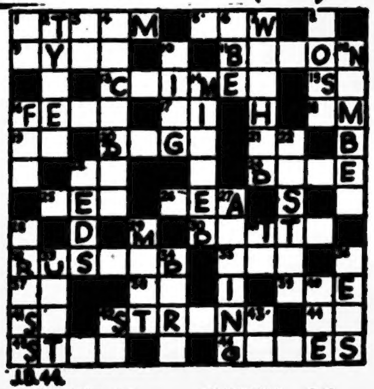

J.B.44.

FREE COUPON

The two entry squares on this fourth coupon are Free, provided it is enclosed in the same envelope with three other paid (or prize) coupons from same entrant.

AVAILABLE ONLY UNTIL SATURDAY, DEC. 19.

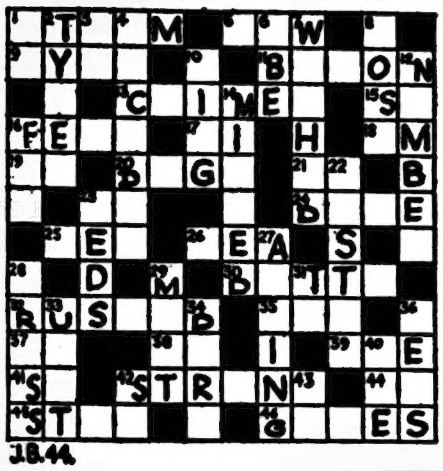

J.B.44.


J.B.44.

GET THE "CROSSWORD GAZETTE" COUPON ON OPPOSITE PAGE.

NO CLAIMS REQUIRED—ALL ENTRIES EXAMINED

"JOHN BULL" CROSSWORD No. 44—CLOSING SATURDAY, DEC. 19, 1936


J.B.44.

J.B.44.

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto and I enclose

P.O. Value............ No................

ENTRY FEE
for 4 Squares
1s.

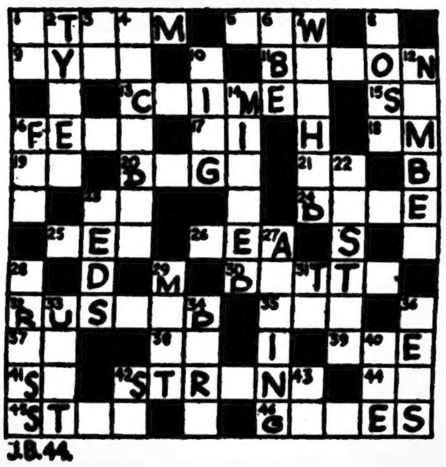
SIGNED ....

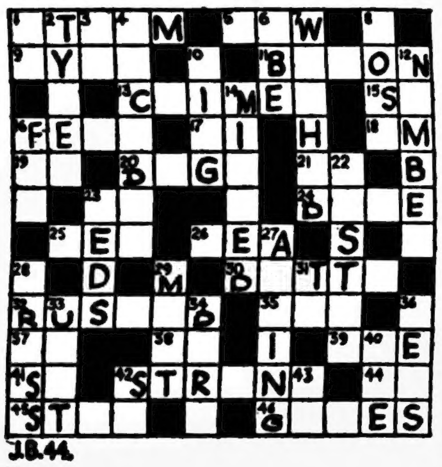
ADDRESS ....

....

CUT ALONG THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 44—CLOSING SATURDAY, DEC. 19, 1936


J.B.44.


J.B.44.

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto and I enclose

P.O. Value............ No................

ENTRY FEE
for 6 Squares
1s. 6d.

SIGNED ....

ADDRESS ....

....

CUT ALONG THESE BROKEN LINES

FREE ENTRY COUPON

Available only for "John Bull" Crossword No. 44, and if used as directed with 3 paid-entry or prize Coupons.

J.B.44.

J.B.44.

FREE COUPON
for use as directed:

I enclose THREE paid-entry or prize coupons for Crossword No. 44 and claim this FREE ENTRY accordingly. I agree to all rules and conditions.

SIGNED ....

ADDRESS ....

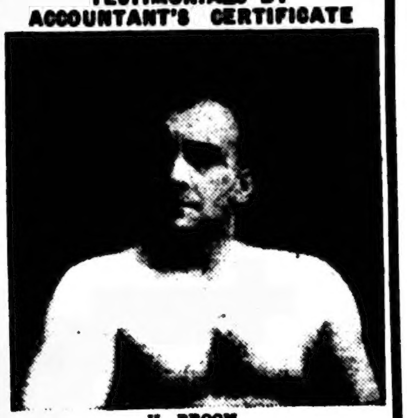
....

ADDRESS ENTRY: Crossword No. 44, "JOHN BULL,"
57, LONG ACRE, LONDON, W.C.2. (Comp.)

CUT OUT and POST THIS COUPON
To H. BROOM,
Broom Hall, Holderness Road, Hull.
Please send me without obligation your TWO FREE BOOKS, The INTERNATIONAL WAY and VITAL POWER.
Name ....
Address ....
....
....
Please use block letters. J.B.

BROOM'S INTERNATIONAL COURSE
The Course that is making
BRITAIN an A1 Nation

OVER
36,000
TESTIMONIALS BY ACCOUNTANT'S CERTIFICATE



H. BROOM.
The World's Premier Physical Culture Expert.

No Course in Physical Culture History has ever achieved such remarkable results as "THE INTERNATIONAL COURSE." . . . . . Editors of leading journals have acclaimed it as "THE MOST SUCCESSFUL COURSE OF ALL TIME," whilst the Editor of "Health & Strength" has truly described it as THE EIGHTH WONDER OF THE WORLD by the astounding results.

THE BROOM INTERNATIONAL COURSE consists of six monthly lessons. New apparatus is sent, including a new type of Spring Grip Dumbbells, a new Leg Exerciser, a new Neck Exerciser . . . All-Steel Expander and a Roller Weight Outfit.

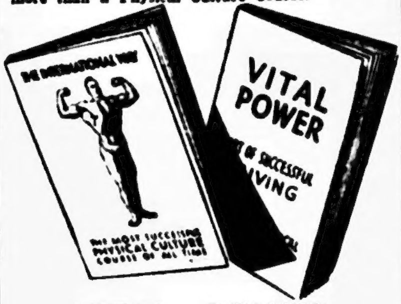
The Course really does give bulk in development. . . . BIG Bulging Muscles and ROBUST Health and Strength and Stamina to endure and overcome the most exacting ordeals . . . many pupils have added 6 inches to chest, 3 inches to biceps, and, in numerous cases, shown an increase of 30 inches all round. Not Balloon or Forced Muscle, but development that will last and which can be applied to any test. . . . It's the greatest P.C. Course for Results Ever Known. All I want to do is just to send you copies of the results so that you can check over with those you're getting. . . . This Course includes everything you require to build bulk in development, under a Special Money Back Guarantee. . . . The fee of 30/- for these lessons, fully illustrated with inspiring photos, can be paid for by such low payments as 1/- per week.

If you are interested and would like to investigate further, write for full details of this Course and a copy of my Book, "The International Way," FREE.

Special Offer. 30/- or 1/- Weekly.

MAIL A CARD NOW FOR THESE TWO *FREE* BOOKS!

I have published an Instructional Book which clearly shows the surest and quickest way to Health and Strength and how to overcome Worry, Habits, Nerves and Inferiority Complex. It shows how thousands of readers just like you have been turned into outstanding personalities. . . . Their Dreams have come True. The Book is FREE to every reader. You will be staggered at what this Modern Science can do. . . . It is more than a Physical Culture Course.



VITAL POWER
(for men only)
WHAT EVERY MAN SHOULD KNOW.
The real secrets are revealed here for the first time in my book, "Vital Power," in plain unvarnished English. . . . Nothing is hidden, and it shows you the ART OF SUCCESSFUL LIVING. . . . This Book is also FREE to all who write for "The International Way," without obligation.

H. BROOM
BROOM HALL,
HOLDERNESS ROAD, HULL.
The World's Premier P.C. Expert by Results.
85% OF ALL PUPILS HAVE REPORTED SATISFIED EVEN AFTER THE FIRST MONTH'S LESSON ONLY.

Bradley's

Now You Simply WASH OFF UNWANTED HAIR

We women just *have* to remove hair from the armpits and from the forearms and legs. It's so ugly. Men notice and just hate it. But shaving only makes the hair grow faster and coarser. Nasty smelling powders and pastes are old-fashioned—out of date. At last Science has found a clean, quick and easy way. A wonderful new discovery destroys the keratin in the hair and hair roots. Thus the hair just falls away. This amazing discovery is sold under the trade mark New 'Veet' (new and improved formula). You simply apply this scented toilet cream and in a few minutes wash it off with water. The hair is gone as if by magic, leaving the skin smooth and white. In spite of the enormous sums expended on this new discovery, New Veet is on sale everywhere at the same price—6d. and 1/3.

for Hoarseness
Ingredients of Vick brand Vapour-Rub in the form of a pleasant sweet. 6d
Vick BRAND Lozenges
TASTE GOOD — DO GOOD

2 *Excellent*
WATCH OFFERS
Don't overlook the watch offers made by J. W. Benson, Ltd., and The Services Watch Co., Ltd., on pages 37 and 39. Illustrated Catalogues of reliable timekeepers, sports watches, alarm clocks, etc., can be secured, free, if you fill in the respective Coupons. These watch offers are the finest value that money can buy, and the models illustrated are recognised where accurate time-keeping is essential. For Xmas Gifts or Gifts at any time—get full particulars now by posting the Coupons!

A Full-size Easy Chair
that adjusts itself! For 10/- down.
Don't overlook the Berkeley Chair offer on page 29. The Superlax Model illustrated can be obtained for monthly payments of only 10/-.
Send for FREE Catalogue.
Fill in the coupon on page 29 for free illustrated Catalogue of all Berkeley Upholstery together with patterns, coverings, etc. Post it NOW!

There's no need to go Searching for Xmas Bargains

—there are plenty displayed in "John Bull's" Shop Window on pages 2, 3 & 4

HOSPITAL PATIENT'S £500 TONIC!

IN a bed at the Bexhill Hospital there lies twenty-nine-year-old Mr. F. Richford, recovering from an operation, writes a JOHN BULL man.

You see him in the photograph on this page, propped up amongst the pillows. And scores of local residents will recognise the cheery invalid whom they have seen about in his wheeled chair.

Frostbite, contracted in Canada when he was only nineteen, caused Mr. Richford to be sent home with paralysis of both legs, and he has not been able to walk a step for nine years. But he carried on cheerfully, working away with his typewriter to help his widowed mother and even fulfilling the many duties of secretary to the local Labour Party.

Then recently his health became worse and he had to undergo an operation at the Bexhill Hospital. As you see from the happy picture above, he and the nurses in "A" Ward were in good spirits when I called the other day: and well they might be, for not only had the operation been successful, but the patient had just helped himself to a £500 tonic.

Ever since being in hospital in London in 1931, Mr. Richford has made *Bullets* his hobby and regular entry his wise habit. And, as the result of our 1,051st Contest, he received the First Prize telegram from JOHN BULL the day after undergoing his operation.

To use his brother's words, Mr. Richford has illustrated by his own cheery courage the moral of his First Prize *Bullet*, HE'S NOT RELIGIOUS, BUT—" SERMON " FOR SOUR MEN.

It would be a tonic for every "Bulleteer" to have chatted as I did in that hospital ward with delighted Mr. Richford, who admitted that he was almost overwhelmed by the wonderful news of his success.

"I had scarcely recovered from the operation," he told me, "when my brother brought me round that wonderful First Prize telegram. When I woke up next morning, I wondered if it was all a dream; but no, there was the Joy Wire safe in my locker."

Besides his £500 fortune, Mr. Richford's First Prize included a Christmas Shopping Week-end at JOHN BULL'S expense. In his special circumstances, however, an additional cash award was provided instead of the week-end at the winner's request.

* * *

Another fine £500 fortune is waiting to be won in *Bullets* this week. Fit two, three or four simple words neatly to one of the *Examples* provided enter by Saturday, December 12—and Christmas Eve may well bring a thrilling First Prize Joy Wire to you!

RESULT OF COMPETITION No. 1052.

First Prize. £500, plus Shopping Bonus as Announced

A. SIMPSON, 53, Dundonald Road, Ross Walk, Leicester.
Example: EARTH V. MARS
Bullet: WOULD COST CIVILISATION " TITLE."
(Entered on "Target" Prize coupon.)

SECOND PRIZE, £50:

Mrs. E. E. GREENWOOD, 52, Polefield Road, Prestwich, Manchester.
Example: He's Unemployed, So
Bullet: His Christmas Plans, "Mincemeat."

THIRD PRIZE, £25:

Mrs. H. FRYER, Brook Cottage, Samlesbury, Nr. Preston, Lancs.
Example: Putting On Gloves
Bullet: Wifie, To "Clip Rambler."

OTHER PRIZES:

£20: L. KNIGHT, 5, Roker Park Avenue, Manchester.
Sad To See—Bad To Be—Pessimist.
(Entered on "Target" Prize coupon.)

£15: P. S. HINDLE, 208, Kent Street, Preston, Lancs.
Fell Through—Dad's "Bomb-proof" Shelter, Sonny!

£10: Mrs. J. ROURKE, 45, Ava Street, Kirkcaldy, Fife.
In Geneva's Eyes—No Sight, So "Night."
(Entered on "Target" Prize coupon.)

£9: J. R. J. TURNER, "Penquite House," Callington, Cornwall.
Can't Agree—Reasons—Cant And Greed.

£8: G. CLUDERAY, 61, Raven Terrace, Lower Grange, Bradford.
Going Easy—Sometimes—Something, These Times!

£7: R. DENNIS, 13, Chaucer Street, C.-on-M., Manchester
In Dad's Den—Only Sonny's "Kept Straight."

£6: Mrs. E. BRAYSHAW, 76, Healey Wood Road, Burnley.
His Monument — He Deserved — Heeded Deserving.

£5: A. L. RIDGE, 94, Hythe Road, Swindon.
He's Unemployed, So—*Job* Holding *Worry* Down.

£4: V. MACE, High Street, Moreton-in-Marsh, Glos.
Parted—Playmates, Roadhog's "Plaything."
(Entered on "Target" Prize coupon.)

£3: J. F. DUNN, c/o 358, High Street (Back), Rochester, Kent.
In Geneva's Eyes—Recognition Of Non-recognition!

TEN PRIZES OF £2 10s. EACH:

A. E. BARNARD, 61, Archer Lane, Millhouses, Sheffield
He's Unemployed, So—"Tail's Down"—*Fido's* Happier.

J. R. BEAUMONT, 16, Valley View, Jesmond, Newcastle-on-Tyne.
His Monument — Toppling — Jerrybuilder's Partner Erected!

A. McDONALD, 10, Eardisley Road, Liverpool.
In Dad's Den—Smoke—In Mother's, Steam.
(Entered on "Target" Prize coupon.)

A. NEWTON, 37, Nightingale Lane, Wanstead, E.
Against The Tide—Of Advice, Married Sailor!

Miss P. REESHER, Crag House, Ogden, Halifax.
Bundle Of Nerves—Village Operatic Society's "Samson."

H. E. ROOT, 69, Collingwood Avenue, Muswell Hill, N.
In Dad's Den—Springs Depressed—"Spirals" Rising.

C. E. SCOTT, 4, Jenner Street, Carrington, Nottingham.
Love's Prisoner—Millionaire—*Captor's* "Picking Stones."

E. J. SMITH, 45, Brockham Drive, Ilford, Essex.
Tough Proposition—Sonny's Train—Unemployment's "Signalled."
(Entered on "Target" Prize coupon.)

S. J. TURNER, 21, Steer Park Terrace, St. Marychurch, Torquay.
Clever Miss—Dropped "Lawn"—"Lifted" Estate.

W. WHITAKER, 65, Conway Road, Cwmpark, Treorchy.
Leader Of The Band—Of Brigands, Homework's "Robbing."

Each of the above winners will also receive a £5 Xmas Shopping Bonus. A list of 25 £1 and 750 Surprise Parcel winners can be seen at these offices.

BIG CHEQUES AND HAMPERS WON IN CROSSWORD No. 41

In connection with "John Bull" Crossword No. 41, the Adjudication Committee decided that the senders of the most meritorious Sets of Answers on one Square (see page 44) were the following two competitors:—

A. J. Graham, 198, High Street, Langley, Bucks.
Mrs. W. Strelling, 735, Hessle Road, Hull.

Subject to the Terms and Conditions of the Competition, these competitors share the £850 First Prize and a cheque for £425 will be sent to each.

Any other entrant who believes that he submitted a Square eligible for a share of this Prize must demand a Scrutiny by not later than First Post, Tuesday, December 8, sending £1 Scrutiny Fee, copy of all Squares submitted and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This Prize has been divided between 65 competitors from whom we received Squares inferior in merit by reason of only one less apt and accurate Answer compared with the best Squares received. These winners will each receive £1 10s. 10d. A list of these Runners-up can be seen at the "John Bull" offices and all have been notified.

One of the famous "John Bull" Christmas Hampers will be awarded with each cash Prize.

A useful Surprise Award for each of 661 entrants from whom we received a Square differing from Squares of Runners-up by only one less meritorious Answer will be posted this week.

CORRECTION.—Allocation of the £100 prize-money for Runners-up in Crossword No. 40 was incorrectly printed in some issues of last week's "John Bull." The correct number of Runners-up who shared the award was 376, each receiving 5s. 4d.

50 THRILLING "BULLETS" TELEGRAMS
-all going To this Week's Winners ON XMAS EVE
FIRST PRIZE GOLDEN JOY WIRE TO WINNER ON DEC. 24.- ALL OTHER 48 WINNERS OF £5 AND OVER RECEIVE ORDINARY TELEGRAM ON SAME DAY....
49 OTHER FAT CHEQUES
1055

WIN £500

"BULLETS" FIRST PRIZE FOR 2, 3 *or* 4 WORDS

£50	£40	£30	£25	£20	£19	£18	£17	£16	£15
£14	£13	£12	£11	£10	£9.15s.	£9.10s.	£9 5s.	£9	
£8.15s.	£8.10s.	£8. 5s.	£8	£7.15s.	£7.10s.	£7. 5s.	£7	£6.15s.	
£6.10s.	£6. 5s.	£6	£5.15s.	£5.10s.	£5. 5s.	15 *of* £5 EACH.			

ONE WEEK ONLY TO WIN THESE FINE XMAS PRIZES value £1,100 AND NOVEL NEW YEAR SURPRISES

500 *of* 2/6
3,000 'DOUBLE-STAR TARGETS'
5,000 'STAR TARGETS'

CLOSING SAT. DEC. 12.

50 MORE *THRILLS*
FOR "BULLETEERS" ON NEW YEAR'S DAY, WHEN EACH OF THIS WEEK'S 50 CHIEF WINNERS WILL RECEIVE SOMETHING NOVEL AND USEFUL IN THE FORM OF
SURPRISE GIFTS

JOY *WIRES FOR 50 "BULLETEERS"* ARRIVING ON CHRISTMAS EVE!

DECEMBER is flying and Christmas will soon be upon us—but you still have time to score a splendid *Bullets* triumph before December 25.

As the result of the outstanding one-week Offer before you to-day, not one but 50 prize telegrams will be despatched on Christmas Eve to winners of bumper cash prizes: use care and common-sense in making up your efforts and there is no reason why one of those exciting messages should not arrive to make yours an extra merry Christmas.

One of this Contest's 50 Christmas telegrams will be delivered in a golden "greetings" envelope and will bring JOHN BULL'S congratulations to the winner of that First Prize fortune. Just think of the excitement in your home if, in the middle of your preparations for Christmas Day, a £500 Joy Wire came to make your happiness complete. . . .

Each of this week's 50 principal winners will also receive a useful and novel Surprise Gift on New Year's Day, and altogether 8,550 awards must be captured within the next few days.

HOW TO MAKE "BULLETS"

WHEN starting to make *Bullets*, consider each *Example* in turn and, as you do so, write down all the ideas any of them suggest to your mind. To develop these first thoughts into *Bullets* form, you have only to compress and polish each one into TWO, THREE or FOUR words which make a pointed comment and link up neatly with the chosen *Example*.

Suppose, for instance, that you were working on the *Example*, MAN WITH A GRIN. Against this you might well scribble the rough note, *The Kind That Overcomes Misfortunes*. Then, after a few minutes' thought, you could easily produce the typical *Bullet*, MAN WITH A GRIN—PREVENTS FATE "SHOWING TEETH."

Before starting on your own efforts, study carefully the winning *Bullets* in our 1,052nd Contest which appear on the opposite page: notice how each of these prize efforts fits its *Example* closely and expresses its meaning in clear and telling phrasing.

Then start on your efforts without delay, making sure that your entry reaches Long Acre by Saturday, December 12.

Add 2, 3 or 4 words to any "Example"

(Competition No. 1,055)

YEAR OF PROGRESS
RESOLUTION FOR BALDWIN
IN GENEVA'S PANTOMIME
NEW-BORN BABE
MAN WITH A GRIN
SUPPORTING BRITAIN
BACK TO THE JUNGLE
FEEBLE POLICY
SNOWING
JOB I'D LIKE
GOOD WAGE
MONEY—MONEY—MONEY
COOK v. WIFEY
THANKS TO HER
UNDER A CLOUD
CHESTNUTS
FATHER'S BEST
HUNG UP
COLDLY
WHAT THE DEPUTATION SAID
MONTHS HAVE PASSED, BUT
"NOT TO-DAY, THANK YOU!"
AFTER THE BANQUET
NO PICTURE
USEFUL
CONSOLING THOUGHT
ALL WOMEN
TO THE STRONG
IN THE BANK
WHAT SPAIN HAS DONE
THE SLAIN
KEEP THE LAW AND
SHABBY
TO TELL THE TRUTH
TOMMY'S PROBLEM
AT AUNTIE'S PARTY

ENTRY-FEE.—Enclose a Postal Order with your entry at the rate of 6d. for each Coupon submitted. This should be made payable to "John Bull" and crossed "& Co."

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the judges in consultation with the Editor, is the best Bullet received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./. Entrant's name, address and date of posting must be written on back of postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

ACCEPT
48
FREE PAGES
of help with
"BULLETS" and
"JOHN BULL'S"
CROSSWORDS
USE THIS COUPON

YOU ARE INVITED TO
ENCLOSE THIS COUPON
WITH YOUR "BULLETS" OR
CROSSWORD ENTRY

Please register me for six weeks' free supply of "Bullets Bulletin" and "Crossword Gazette." I have affixed 3d. in stamps to this coupon for postage.

NAME____________________________

ADDRESS_________________________

Affix 1½d. stamp here

Affix 1½d. stamp here

Should you wish to make use of Pen Coupons on back, you can apply for "Bullets Bulletin" or enter further "Bullets" on plain paper.

EXAMPLE
BULLET
EXAMPLE
BULLET
(1,055) Closing SAT., Dec. 12.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.
Signed ....
Address ....

"Bullets" must consist of TWO, THREE or FOUR words.

EXAMPLE
BULLET
EXAMPLE
BULLET
(1,055) Closing SAT., Dec. 12.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.
Signed ....
Address ....

Write name and full address on each coupon.

EXAMPLE
BULLET
EXAMPLE
BULLET
(1,055) Closing SAT., Dec. 12.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d.
Signed ....
Address ....

Cut out each coupon separately.

EXAMPLE
BULLET
EXAMPLE
BULLET
(1,055) Closing SAT., Dec. 12.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.
Signed ....
Address ....

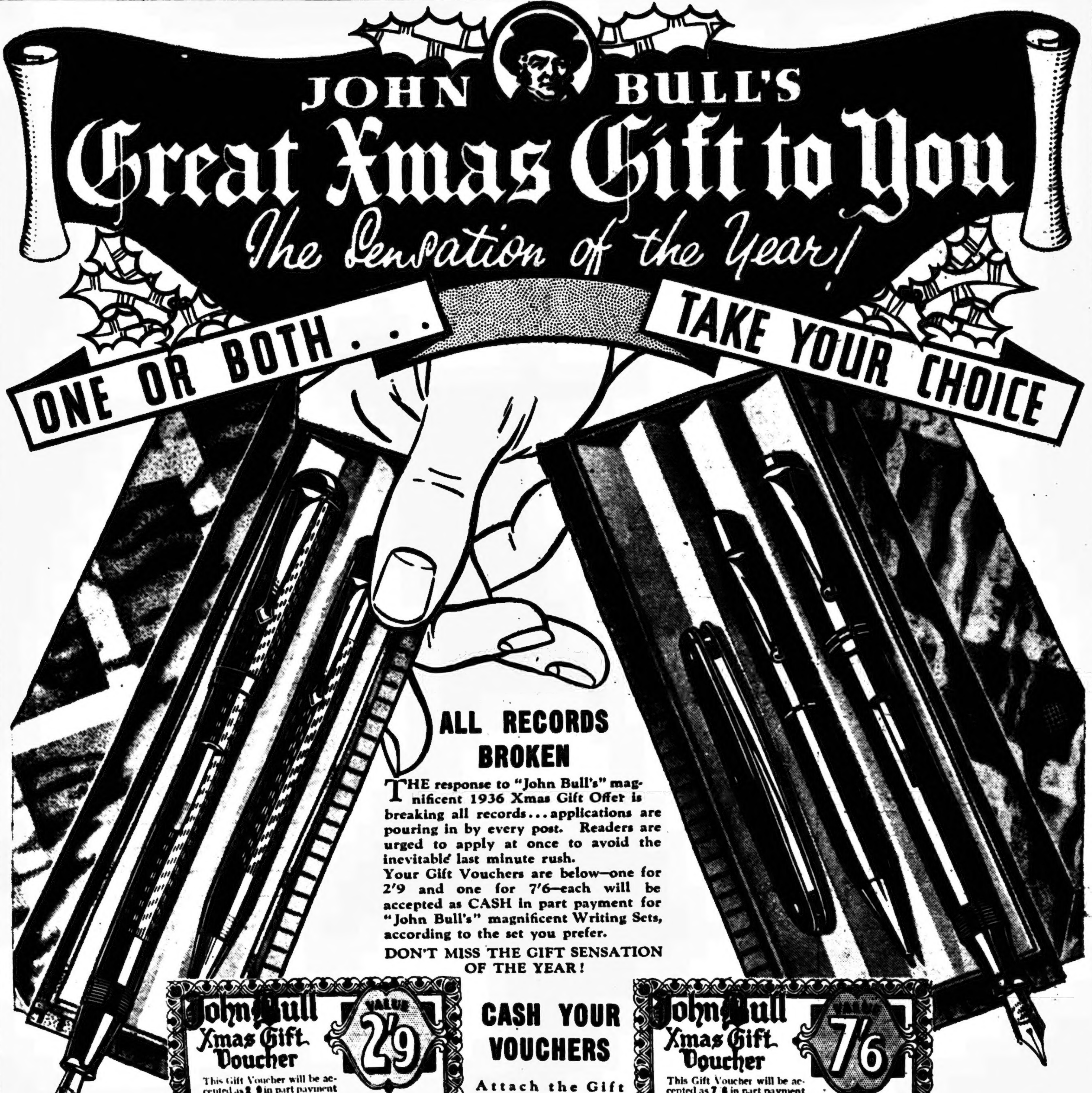
NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the newsagents from whom the chief winners in "Bullets" No. 1,055 usually purchase "John Bull."

The original cheque for £500 awarded to the First Prize-winner in Competition No. 1,051 will be displayed in the window of Mr. Hartman, Newsagent, Sackville Road, Bexhill-on-Sea.

☛ **Address Entry:** "Bullets" No. 1,055, "John Bull," Long Acre, London, W.C.2 (Comp.)

JOHN BULL'S Great Xmas Gift to You

The Sensation of the Year!



ALL RECORDS BROKEN

THE response to "John Bull's" magnificent 1936 Xmas Gift Offer is breaking all records . . . applications are pouring in by every post. Readers are urged to apply at once to avoid the inevitable last minute rush.

Your Gift Vouchers are below—one for 2/9 and one for 7/6—each will be accepted as CASH in part payment for "John Bull's" magnificent Writing Sets, according to the set you prefer.

DON'T MISS THE GIFT SENSATION OF THE YEAR!

John Bull Xmas Gift Voucher

VALUE 2/9

This Gift Voucher will be accepted as 2/9 in part payment of the "John Bull" 5/6 Writing Set. Only one Voucher will be accepted in part payment of each Set. Valid until 31st Dec., 1936.

No. A/42,656

CASH YOUR VOUCHERS

Attach the Gift Voucher or Vouchers to your Christmas Gift Coupon below and post at once.

John Bull Xmas Gift Voucher

VALUE 7/6

This Gift Voucher will be accepted as 7/6 in part payment of the "John Bull" 12/6 Writing Set De Luxe, which includes Penknife. Only one Voucher will be accepted in part payment of each Set. Valid until 31st Dec., 1936.

No. B/42,656

BRITISH MADE

FREE 2/9 GIFT VOUCHER

The Gift Voucher above will be accepted as 2/9 cash in part payment of "John Bull's" 5/6 Writing Set. The graceful streamline finish of the pen, the handsomely chased barrel, the latest lever self-filling device and the 14-CARAT SOLID GOLD NIB, iridium tipped, all proclaim the amazing value of this set. The "Everpointed" Pencil is fitted with a fool-proof propel—repel—expel movement. It matches the pen to perfection and is complete with rubber, pocket "Safety" clip and extra leads. Both Pen and Pencil are supplied in a Presentation Case, which just gives the assuring touch to a great Christmas Gift.

WRITTEN 2-YEAR GUARANTEE WITH EACH PEN

"John Bull's" Christmas Gift Coupon.

To "John Bull" Pen Dept., 27a, Floral Street, London, W.C.2.

(1) I enclose Gift Voucher value 2/9, which please accept in part payment of the "John Bull" 5/6 Writing Set. I enclose P.O. for 2/9 plus 3d. for postage and insurance, making 3/- in all.

or

(2) I enclose Gift Voucher value 7/6 which please accept in part payment of the "John Bull" 12/6 Writing Set DE LUXE. I enclose P.O. for 5/-, plus 3d. for postage and insurance, making 5/3 in all.

(1) Fine. Medium. Broad. Oblique. — **Cross out grades of nib NOT required.** — (2) Fine. Medium. Broad. Oblique.

If you desire BOTH SETS send the two Vouchers and a Postal Order for 8/- only.

NAME ....
FULL POSTAL
ADDRESS ....
....

Write Clearly in Block Letters.

Cross Cheque or Postal Order /& Co./ and make payable to "John Bull." J.B. 5/12/36

FREE 7/6 GIFT VOUCHER

The Gift Voucher above will be accepted as 7/6 cash in part payment of "John Bull's" 12/6 WRITING SET DE LUXE, which also includes a magnificent Sheffield Steel Penknife. The Pen, Pencil and Penknife are all made to match in a glossy black UNBREAKABLE MATERIAL. The Pen has TWO inlaid bands of 18-CARAT ROLLED GOLD, a lever self-filling device, "Safety" pocket clip, and 14-CARAT SOLID GOLD nib with a tip of costly iridium. The "Everpointed" pencil has an inlaid band of 18-CARAT ROLLED GOLD, a foolproof propel—repel—expel movement, "Safety" pocket clip, rubber and extra leads. The companion Penknife is fitted with two super quality Sheffield Steel Blades of mirror-polish finish. This lovely gift comes to you in a Golden Satin-lined Casket.

WRITTEN 5-YEAR GUARANTEE WITH EACH PEN

Printed in Great Britain and Published Weekly by the Proprietors, ODHAMS PRESS LTD., Long Acre, London, W.C.2. Registered at the G.P.O. as a Newspaper. Post free, Inland and Canada, 13s. per annum; all other parts of the world 15s. 2d. per annum. Registered for transmission by Canadian Magazine Post. Agencies for Australia & New Zealand: Gordon & Gotch, Ltd. For South Africa: Central News Agency, Ltd. Agents for Canada: Imperial News Co., Ltd., also Canadian Wholesale Newsdealers' Association, Ltd. For America: International News Co., 131, Varick Street, New York, U.S.A. Also on sale at W. H. Smith & Son, Ltd.'s Bookshops at 75, Boulevard Adolphe Max, Bruxelles, and 246, Rue de Rivoli, Paris, and Messageries Dawson, 13, Rue Albouy, Paris.